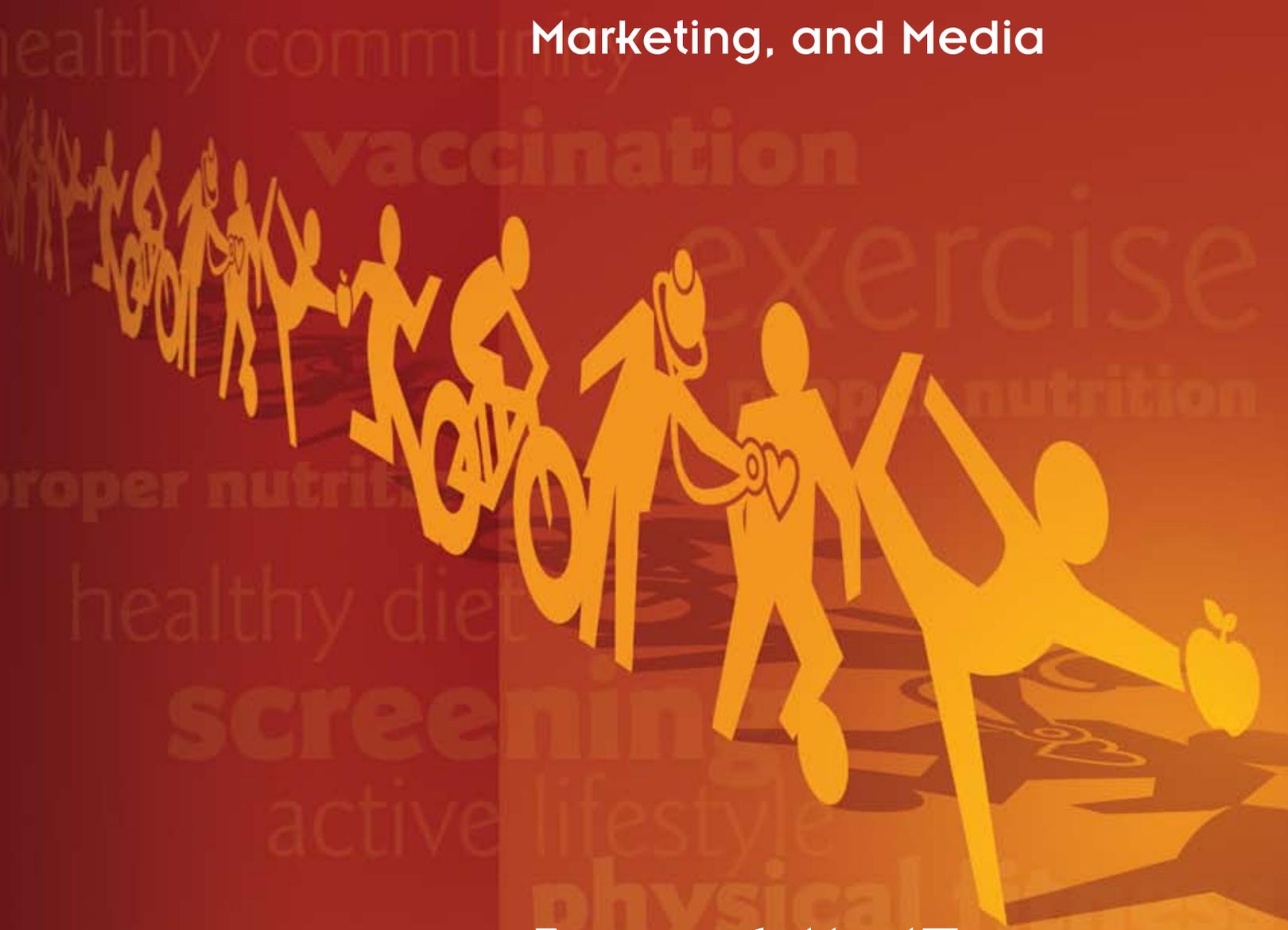


Third Annual

2009

National Conference on
Health Communication,
Marketing, and Media



August 11–13

Omni Hotel, Atlanta, GA

PARTICIPATION POWERS PREVENTION



Contents

Welcome Letter	2
Conference Committee Members	3
Plenary Speaker Bios	9
Track Agenda by Day	12
Conference Track Listing.....	15
Program Agenda.....	18
Poster Presentations.....	71
Special Topic Presentations.....	81
Floor Plan	84
Green Initiatives.....	88



Welcome Letter

Dear Colleagues:

On behalf of the Centers for Disease Control and Prevention (CDC) and our conference cosponsors—the Substance Abuse and Mental Health Services Administration (SAMHSA), the National Cancer Institute (NCI), and the National Public Health Information Coalition (NPHIC)—we welcome you to the third annual National Conference on Health Communication, Marketing, and Media. During the next three days, we will engage in presentations and discussions on innovative health communication, marketing, and media strategies and practices; explore the most recent research findings and theoretical developments; and discover new ways to engage partners and the public. We will also identify valuable insights that will help us to apply the most current tools, evaluation protocols, and best practice models to our research and programs.

This year's theme is *Participation Powers Prevention*. This theme is particularly timely because health reform is on everyone's mind, and public engagement has become national policy. Our goal is for the public to fully participate in all matters of health, especially prevention and wellness. This year's conference will challenge participants to implement strategies to fully engage our constituents in our work in order to improve health in our nation and around the world.

Last year we saw our attendance grow to 950 participants, more than doubling from the year before, and we expect this year's conference to be well attended as well, with diverse professionals and students from many different sectors. This year we will be providing even more speakers, posters, and breakout sessions than in years past. Because of the increase in the number and quality of abstracts submitted, we have added an afternoon session on Thursday. This year we are also introducing a new format—the "Special Sessions." There will be five special sessions, including topics on Health Information Communication and Behavioral Health led respectively by our cosponsors NCI and SAMHSA.

There are four main foci for this year's conference:

- **Health Marketing: Nuts, Bolts, and Beyond** focuses on the key elements of program development, implementation, and evaluation.
- **Health Disparities and Social Determinants of Health** highlights best practices, research and theoretical developments, and methods for using health communication and marketing methods.
- **New Frontiers—Trends and Technology** centers on the use of new tools, models, evaluation methods, innovative technologies, and emerging trends.
- **Partnerships and Collaborations—Synergistic Relationships** will address topics related to the identification and engagement of both traditional and nontraditional partners.

We are pleased that you've chosen to join us at this year's conference and look forward to three rewarding days of participation. Thank you for coming and for sharing your expertise and excitement with us.

Have a great conference.

Sincerely,

Jay Bernhardt, PhD, MPH

Director, National Center for Health Marketing
Centers for Disease Control and Prevention

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*President
Spoeth Strategic Communications, Inc.*

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Health Marketing: Nuts, Bolts, and Beyond

Co-Chair: Virginia Sublet, PhD

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Co-Chair: Shelly Spoeth

Spoeth Strategic Communications, Inc.

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Association of State and Territorial Health Officials

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Health Disparities and Social Determinants of Health

Co-Chair: Dawn Beatrice Griffin, PhD, MSPH, CHES

*National Center for Health Marketing
Centers for Disease Control and Prevention*

Co-Chair: Doryn D. Chervin, DrPH

ICF Macro

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Demetrius Parker

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Donna Vallone, PhD, MPH

American Legacy Foundation

Partnerships and Collaborations— Synergistic Relationships

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*National Center for Health Marketing
Centers for Disease Control and Prevention*

Co-Chair: Mark A. Weber, MBA

Substance Abuse and Mental Health Services Administration

Tom Backer, PhD

Human Interaction Research Institute

Michelle Bonds

Danya International, Inc.

Tiffany Fell

*Coordinating Center for Infectious Diseases
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Manshi Shah, MPH MBA

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New Frontiers—Trends and Technologies

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*National Center for Health Marketing
Centers for Disease Control and Prevention*

Co-Chair: Abdul R. Shaikh, PhD, MHSc

National Cancer Institute

Susan Dugan, BA

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Centers for Disease Control and Prevention*

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Nedra Kline Weinreich, MS

Weinreich Communications



Abstract Reviewers

More than 400 abstracts were submitted for consideration to be included in the 2009 National Conference on Health Communication, Marketing, and Media.

We appreciate the time and effort the following reviewers contributed. The following people assisted the track subcommittees:

John Anderton

Ashani Johnson-Turbes

Jill Bartholomew

Karen King

Jim Beasley

Kelli McCormick Brown

Anita Blankenship

Jeff McKenna

Marie Boyle

Jennifer Mullen

Diane Brodalski

Alison Patti

Amy Burnett

Ayanna Robinson

Jonathon Cho

Susan Robinson

Hilda De la Cerda

Kristine Sheedy

Jami Frazee

Leslie Snyder

Ann Forsythe

Jessica Spraggins

Marv Goldberg

Amanda Tarkington

Shelley Hammond

Jennifer Uhrig

Karen Hunter

Sherry Williams

Plenary Speaker BIOS

Opening Plenary (Tuesday, August 11 12:30 PM)



WILLIAM D. NOVELLI, MA

is a professor at Georgetown University's McDonough School of Business. He recently completed an 8-year term as CEO of AARP, a membership organization of more than 40 million people 50 years old and above. Previously, Bill was president of the Campaign for Tobacco-Free Kids and now serves as chairman of the board.

Before his term at AARP, he was executive vice president of CARE and responsible for all operations in the United States and abroad. In addition, Bill cofounded and was president of Porter Novelli, now a part of the Omnicom Group—one of the largest public relations agencies in the world. Bill is a recognized leader in social marketing and social change. He began his career at Unilever, a worldwide consumer marketing company, moved to a major ad agency, then served as director of advertising and creative services for the Peace Corps. He holds a BA from the University of Pennsylvania and an MA from Penn's Annenberg School for Communication. His book, *50+: Give Meaning and Purpose to the Best Time of Your Life*, was updated in 2008.

Social Marketing Expert Panel (Wednesday, August 12 8:00 AM)



PUNAM ANAND KELLER, PhD

is a researcher of social marketing on the basis of the marketing principle that programs need to be customized for different audience segments. Her findings demonstrate that individual differences, such as stage in the decision process (e.g., precontemplation, contemplation, trial, action, maintenance), mood, prior attitudes, regulatory goals, age and gender, help to determine risk perceptions. It is possible to predict which marketing and communication plan will best motivate each segment. In addition, her research sheds light on the effectiveness of several message factors used to communicate risk, including pictures/text, negative/positive frames, social/physical consequences, base/case information, self/other referencing, low/high response efficacy, order of health risks and gains, and level of fear arousal.

She publishes her research in marketing, psychology and health journals, including the *Journal of Marketing Research*, the *Journal of Consumer Research*, the *Journal of Consumer Psychology*, the *Journal of Applied Psychology*, *Memory and Cognition*, the *Journal of Applied Social Psychology*, *Health Communications*, and the *Journal of Experimental Psychology: Applied*, among others. Dr. Keller's research has been supported by the National Cancer Institute, CDC, NEFE, and the Marketing Science Institute. Dr. Keller holds joint faculty appointments in the schools of business and medicine at Dartmouth College.



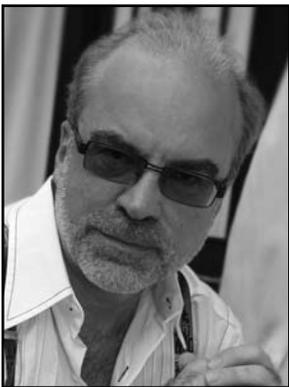
Plenary Speaker Bios (cont.)



NANCY LEE, MBA

has more than 25 years of professional marketing experience and special expertise in social marketing and marketing in the public sector. She is an adjunct faculty member teaching social marketing and marketing in the public sector at the University of Washington and the University of South Florida. She has been a guest lecturer at the University of Cape Town in South Africa, Yale, Stanford, Oxford, and the Health Promotion Board in Singapore. She has held numerous corporate marketing positions, including vice president and director of marketing for Rainier Bank and director of marketing for Children's Hospital, a regional medical center in Seattle.

As president of Social Marketing Services, Inc., she has participated in the development of more than 100 social marketing campaigns in the areas of public health, safety, and environmental protection. Nancy has coauthored five books on social marketing with Philip Kotler of Northwestern University, who first distinguished the social marketing discipline in the early 1970s. To be released in summer 2009, their most recent book is *UP and OUT of Poverty: The Social Marketing Solution* (Wharton 2009).



R. CRAIG LEFEBVRE, PhD

is a research professor in the Department of Prevention and Community Health at the George Washington University School of Public Health and Health Services, where he is involved with the program in public health communication and marketing. He is an architect, designer, and marketer of public health and social change programs. Craig has designed, implemented, or evaluated more than 100 social marketing programs at the community, state, national, and international levels. He is an internationally recognized expert in social marketing, applications of social and mobile media for public health, health information and health care issues, and community-based health promotion programs. He is a Fellow in the Society for New Communications Research and the American Academy of Health Behavior. Craig publishes the blog *On Social Marketing and Social Change* (<http://socialmarketing.blogs.com>) and serves on the editorial board of *Social Marketing Quarterly*.



MICHAEL ROTHSCHILD, PhD

is emeritus professor in the school of business at the University of Wisconsin, where he has been on the faculty since 1975. While at the University of Wisconsin, he was director of research and founding partner at the advertising agencies of Stephan and Brady and The Hiebing Group, respectively. During 2000–2007, Mike was the principal investigator on Road Crew, a project for the Wisconsin Department of Transportation and NHTSA (National Highway Traffic Safety Administration) to reduce alcohol-impaired driving.

He was eminent scholar at the Center for Strategic Dissemination, National Cancer Institute during 2003–2005. His workshop, *Social Marketing in Public Health*, has been offered in several venues, including the CDC. In addition, he has worked on social marketing projects for reducing obesity, reducing binge drinking on college campuses, increasing produce consumption and exercise, and inhibiting the onset of smoking among teenagers. His work has been published in the *Journal of Marketing*, the *Journal of Marketing Research*, the *Journal of Consumer Research*, and *Social Marketing Quarterly*. In addition, Mike has written two textbooks in the areas of advertising and marketing communications and has published more than 80 articles.



WILLIAM A. SMITH, EdD

recently retired as executive vice president of the Academy for Educational Development, one of America's largest nonprofit organizations. Dr. Smith began his work in public health on infant diarrhea, immunization campaigns, and acute respiratory infections in rural communities throughout Africa, Asia, and Latin America. In the mid-1980's, he became heavily involved in AIDS prevention. Today, Bill serves as special advisor on innovation management. He supervises health programs, ranging from elder care to teen drug prevention, and from policy advocacy to communication campaigns. Bill is coauthor of the recent IOM (Institute of Medicine) report, *Health Literacy: A Prescription to End Confusion Report*. He has written major chapters in health textbooks and recent articles on health communication. He has coauthored two books: *Radio* and *Community-based Social Marketing*.

Bill serves on the Scientific Advisory Board to the CDC, on the boards of the Center for Plain Language, the editorial board of the *Journal of Environmental Communication*, the *International Journal of Health Communication*, and the American Dental Association Advisory Board on Health Literacy. He is cofounder of the Social Marketing Institute, a columnist for the *Social Marketing Quarterly*, and publishes often on health, human behavior, and social marketing.

Closing Plenary (Thursday, August 13 2:30 PM)



John J. Whyte, MD, MPH

is the chief medical expert at Discovery Health Channel, which is part of the media conglomerate, Discovery Communications, and the leading health channel that reaches more than 72 million homes. In his role, Dr. Whyte designs, develops, and delivers medical education programming and related products and services on important clinical topics that appeal to both medical and lay audiences. Before his work with Discovery, Dr. Whyte was in the Immediate Office of the Director at the Agency for Healthcare Research Quality. He served as Medical Advisor, Director of the Council on Private Sector Initiatives to Improve the Safety, Security, and Quality of Healthcare. Before this assignment, Dr. Whyte was acting director of the Division of Medical Items and Devices in the Coverage and Analysis Group in the Centers for Medicare and Medicaid Services (CMS), formerly the Health Care Financing Administration. CMS is the federal agency responsible for administering the Medicare and Medicaid programs to more than 40 million people.

Dr. Whyte is a board-certified internist. He completed an internal medicine residency at Duke University Medical Center, and he earned a Masters of Public Health (MPH) in health policy and management at Harvard University School of Public Health. Before arriving in Washington, Dr. Whyte was a health services research fellow at Stanford University and an attending physician in that school's department of medicine. He has written extensively in the medical and lay presses on health policy issues.



Track Agenda by Day

Tuesday, August 11			
Time	Track Name		
I. Health Marketing: Nuts, Bolts, and Beyond	II. Health Disparities and Social Determinants of Health	III. New Frontiers – Trends and Technology	IV. Partnerships and Collaborations – Synergistic Relationships
2:15–3:45 PM	<p>Unique and Specialized Methods for Gaining Audience Insight (Cottonwood A/B)</p> <p>Innovative Approaches to New Media: Cartoons, Twitter and Movies (Grand Ballroom A/B)</p>	<p>Communicating Design for All: Barrier-Free as the Rule, Not the Exception (Dogwood A/B)</p> <p>Evaluating Online Media (Grand Ballroom C)</p> <p>Innovative Approaches for Reaching Diverse Populations (International Ballroom F)</p>	<p>The Use of Community and Faith-Based Partnerships to Reach African American Audiences (International A/B)</p>
4:00–5:30 PM	<p>Creating Innovative Social Marketing Campaigns (Grand Ballroom A/B)</p> <p>Parents as the Target Audience (Cottonwood A/B)</p>	<p>Social Determinants Perspectives Applied to Practice (Dogwood A/B)</p> <p>Social Media Tools in Youth Health Promotion (International Ballroom F)</p> <p>Emerging Strategies for Health Marketing and Communication Practice (Grand Ballroom C)</p>	<p>Models and Innovations in Partnerships (International A/B)</p>

Wednesday, August 12

Time	Track Name			
	I. Health Marketing: Nuts, Bolts, and Beyond	II. Health Disparities and Social Determinants of Health	III. New Frontiers — Trends and Technology	IV. Partnerships and Collaborations — Synergistic Relationships
10:15–11:45 AM	<p>Government Use of New Media (International A/B)</p> <p>The Impact and Relevance of Effective Messages and Materials (Grand Ballroom D/E)</p> <p>Innovative Means of Engaging Youth in Creating Effective Behavior Change (Cottonwood A/B)</p>	<p>Social Determinants Case Examples Explored (Grand Ballroom A/B)</p>	<p>Engaging Audiences via New Media (International Ballroom F)</p> <p>User Engagement and Online Prevention Information: Measurements, Evaluation and Lessons Learned (Grand Ballroom C)</p>	<p>Partnering on Campaigns for Children and Youth (Dogwood A/B)</p>
3:30– 5:00 PM	<p>Using a Strategic Framework to Drive Communications Planning: The Substance Abuse and Mental Health Service Administration (SAMHSA) Example (Grand Ballroom D/E)</p> <p>Strategies for Evaluating “Real World” Campaigns (International A/B)</p>	<p>Applying Audience-centric Media Strategies that Engage Culturally Diverse Audiences (Grand Ballroom A/B)</p>	<p>CDC and FDA Use of Social Media During the <i>Salmonella typhimurium</i> Outbreak and Associated Peanut Butter Recalls (International Ballroom F)</p> <p>Media Literacy Education: A Promising Approach for Prevention and Health Promotion (Grand Ballroom C)</p>	<p>A Global to Local Journey: Partnering for Pandemic Influenza (Cottonwood A/B)</p>



Thursday, August 13

Time	Track Name	
	<p>I. Health Marketing: Nuts, Bolts, and Beyond</p>	<p>II. Health Disparities and Social Determinants of Health</p>
<p>10:00–11:30 AM</p>	<p>Applying Theories to Behavior Change Communication Campaigns (Cottonwood A/B)</p> <p>The Use of Media in Public Health (Grand Ballroom D/E)</p>	<p>Insights and Strategies for Reducing Childhood Obesity through Cultural Communication: Branded Campaigns and Community-based Social Marketing (Grand Ballroom A/B)</p>
<p>12:45–2:15 PM</p>	<p>Who Are You Trying to Reach? Using CDC’s Audience Segmentation Research and Profiles to Better Understand Your Audience (Cottonwood A/B)</p> <p>Focusing on Providers: Using Social Marketing to Influence Healthcare Provider Behavior (Grand Ballroom D/E)</p>	<p>Innovative Approaches to Bridge Complex Relationships among Society, Culture and Family (Grand Ballroom A/B)</p> <p>The Emerging Role of New Technologies in Public Health (International Ballroom F)</p> <p>Issues, Challenges and Solutions for Expanded Media Monitoring in the 21st Century: Auto-INFORM (Grand Ballroom C)</p>
	<p>IV. Partnerships and Collaborations – Synergistic Relationships</p>	<p>Partnerships to Reach the “Hard to Reach” (Grand Ballroom C)</p> <p>Forming Partnerships to Influence Health Policy (Dogwood A/B)</p> <p>Partnerships Blending New and Traditional Media for Communicating about Physical Activity (Dogwood A/B)</p>

Conference Tracks (Sessions At-a-Glance)

TRACK I:

Health Marketing: Nuts, Bolts, and Beyond

Presentations in this track focus on the key elements of strategy, program development, implementation and evaluation.

Tuesday, August 11, 2:15 PM – 3:45 PM

- A) Unique and Specialized Methods for Gaining Audience Insight (**Cottonwood A/B**)
- B) Innovative Approaches to New Media: Cartoons, Twitter, and Movies (**Grand Ballroom A/B**)

Tuesday, August 11, 4:00 PM – 5:30 PM

- A) Creating Innovative Social Marketing Campaigns (**Grand Ballroom A/B**)
- B) Parents as the Target Audience (**Cottonwood A/B**)

Wednesday, August 12, 10:15 AM – 11:45 AM

- A) Government Use of New Media (**International Ballroom A/B**)
- B) The Impact and Relevance of Effective Messages and Materials (**Grand Ballroom D/E**)
- C) Innovative Means of Engaging Youth in Creating Effective Behavior Change Campaigns (**Cottonwood A/B**)

Wednesday, August 12, 3:30 PM – 5:00 PM

- A) Using a Strategic Framework to Drive Communications Planning: The Substance Abuse and Mental Health Service Administration (SAMHSA) Example (**Grand Ballroom D/E**)
- B) Strategies for Evaluating “Real World” Campaigns (**International Ballroom A/B**)

Thursday, August 13, 10:00 AM – 11:30 AM

- A) Applying Theories to Behavior Change Health Communication Campaigns (**Cottonwood A/B**)
- B) The Use of Media in Public Health (**Grand Ballroom D/E**)

Thursday, August 13, 12:45 PM – 2:15 PM

- A) Who Are You Trying to Reach? Using CDC’s Audience Segmentation Research and Profiles to Better Understand Your Audiences (**Cottonwood A/B**)
- B) Focusing on Providers: Using Social Marketing to Influence Healthcare Provider Behavior (**Grand Ballroom D/E**)

TRACK II:

Health Disparities and Social Determinants of Health

This track addresses best practices, research and theoretical developments and methods for using health communication and marketing methods to effectively reach and reduce health disparities among racial, ethnic, and socioeconomic groups. Topics addressing information dissemination and interventions to “hard-to-reach” and vulnerable populations are included.

Tuesday, August 11, 2:15 PM – 3:45 PM

Communication Design for All: Barrier-Free as the Rule, Not the Exception (**Dogwood A/B**)

Tuesday, August 11, 4:00 PM – 5:30 PM

Social Determinants Perspectives Applied to Practice (**Dogwood A/B**)

Wednesday, August 12, 10:15 AM – 11:45 AM

Social Determinants Case Examples Explored (**Grand Ballroom A/B**)

Wednesday, August 12, 3:30 PM – 5:00 PM

Applying Audience-centric Media Strategies that Engage Culturally Diverse Audiences (**Grand Ballroom A/B**)

Thursday, August 13, 10:00 AM – 11:30 AM

Insights and Strategies for Reducing Childhood Obesity by Using Cultural Communication, Branded Campaigns, and Community-based Social Marketing (**Grand Ballroom A/B**)

Thursday, August 13, 12:45 PM – 2:15 PM

Innovative Approaches to Bridge the Complex Relationships among Society, Culture and Health (**Grand Ballroom A/B**)



Conference TRACKS (cont.)

TRACK III: New Frontiers—Trends and Technology

This track focuses on the use of new tools, models, evaluation methods, innovative technologies, and emerging trends that contribute to the success of health communication and marketing programs.

Tuesday, August 11, 2:15 PM – 3:45 PM

- A) Evaluating Online Media (**Grand Ballroom C**)
- B) Innovative Approaches for Reaching Diverse Populations (**International Ballroom F**)

Tuesday, August 11, 4:00 PM – 5:30 PM

- A) Social Media Tools in Youth Health Promotion (**International Ballroom F**)
- B) Emerging Strategies for Health Marketing and Communication Practice (**Grand Ballroom C**)

Wednesday, August 12, 10:15 AM – 11:45 AM

- A) Engaging Audiences via New Media (**International Ballroom F**)
- B) User Engagement and Online Prevention Information: Measurement, Evaluation, and Lessons Learned (**Grand Ballroom C**)

Wednesday, August 12, 3:30 PM – 5:00 PM

- A) CDC and FDA Use of Social Media During the *Salmonella* Typhimurium Outbreak and Associated Peanut Product Recalls (**International Ballroom F**)
- B) Media Literacy Education: A Promising Approach for Prevention and Health Promotion (**Grand Ballroom C**)

Thursday, August 13, 10:00 AM – 11:30 AM

- User-Generated Media and Health Marketing: Empowering Users to Become Health Advocates (**International Ballroom F**)

Thursday, August 13, 12:45 PM – 2:15 PM

- A) The Emerging Role of New Technologies in Public Health (**International Ballroom F**)
- B) Issues, Challenges, and Solutions for Expanded Media Monitoring in the 21st Century: Auto-INFORM (**Grand Ballroom C**)

TRACK IV: Partnerships and Collaborations—Synergistic Relationships

This track addresses topics related to the identification and engagement of both traditional and nontraditional partners in critical sectors, as well as managing relationships with partners. The illustration of lessons learned and successes in the effective use of interventions to prevent disease and promote health in community-based participatory strategies are included.

Tuesday, August 11, 2:15 PM – 3:45 PM

- The Use of Community and Faith-based Partnerships to Reach African American Audiences (**International A/B**)

Tuesday, August 11, 4:00 PM – 5:30 PM

- Models and Innovations in Partnerships (**International A/B**)

Wednesday, August 12, 10:15 AM – 11:45 AM

- Partnering on Campaigns for Children and Youth (**Dogwood A/B**)

Wednesday, August 12, 3:30 PM – 5:00 PM

- A Global to Local Journey: Partnering for Pandemic Influenza (**Cottonwood A/B**)

Thursday, August 13, 10:00 AM – 11:30 AM

- A) Partnerships to Reach the “Hard to Reach” (**Grand Ballroom C**)
- B) Forming Partnerships to Influence Health Policy (**Dogwood A/B**)

Thursday, August 13, 12:45 PM – 2:15 PM

- Partnerships Blending New and Traditional Media for Communicating about Physical Activity (**Dogwood A/B**)

Legends for Program Guide

Descriptions for presentations were determined by their authors.

Abstract Type

-  *Practice* program-based presentations focusing on cutting-edge developments, unique programs, and new solutions to common practice challenges.
-  *Research* and evaluation presentations that include reports on both quantitative and qualitative data and systematic review.
-  *Theoretical* presentations that include reports contributing to theory development or developing new conceptual frameworks and approaches.

Skill Level

- Fundamental:** Presentations are best suited for individuals seeking introductory level information on the topic
- Intermediate:** Presentations are best suited for individuals who possess a basic understanding of the subject matter.
- Advanced:** Presentations are best suited for individuals with a substantial background and understanding of the subject matter.



Program AGENDA

Tuesday, August 11, 2009

TUESDAY, August 11, 2009

8:00 AM – 5:30 PM **REGISTRATION**

8:00 AM – 11:30 AM **WORKSHOPS**

Grand Ballroom A	An Introduction to Social Media
Grand Ballroom B	Hands-On Social Media
Grand Ballroom C	Designing Health Literate Marketing Products and Services

12:30 PM **WELCOME**

Grand Ballroom D/E

Dogan Eroglu, PhD
*Associate Director
 Marketing and Communication Science
 National Center for Health Marketing
 Centers for Disease Control and Prevention, Atlanta, GA*

12:30 PM – 1:45 PM **OPENING REMARKS**

Grand Ballroom D/E

Jay Bernhardt, PhD, MPH
*Director, National Center for Health Marketing
 Coordinating Center for Health Information and Service
 Centers for Disease Control and Prevention, Atlanta, GA*

OPENING KEYNOTE PRESENTATION

▶ **A Golden Age of Wellness and Prevention: How Do We Get There From Here?**

Bill Novelli
Professor, Georgetown University, Washington, DC

1:45 PM – 2:15 PM **BREAK**

2:15 PM – 3:45 PM

CONCURRENT BREAKOUT SESSIONS

Cottonwood A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Unique and Specialized Methods for Gaining Audience Insight

 Abstract Type:   

Level: Intermediate

Stephen Luce (Moderator)
Centers for Disease Control and Prevention, Atlanta, GA
► Pandemic Influenza Preparedness Hits Home: Home-based Usability Testing for Pandemic Response Materials

 Matthew Sones, MS, MPH¹, Lynn Sokler, BS, BS¹, Cynthia Baur, PhD¹, Samantha Walker, PhD¹, Stephanie K. Rubel, MPH¹, and Doryn Chervin, DrPH²
SIMmersion LLC, Columbia, MD

Because of the critical nature of the information in a pandemic flu communications tool, a novel audience testing method was designed to ensure audience receptivity and understanding of recommended behaviors. By using an in-home usability test, specific behaviors related to pandemic influenza home care were tested in the location where the health behaviors would occur—in the home itself. It is thought that this is one of the first attempts to conduct home-based usability testing of any pandemic influenza communication material, and it has the potential to provide extraordinarily rich usability data and serve as a model for the evaluation of other public health communication materials.

► A Model for Designing Effective Health Communications

 Abstract Type: 
Punam A. Keller, MBA, PhD¹ and Donald R. Lehman, PhD²
¹*Dartmouth College, Hanover, NH*
²*Columbia University, New York, NY*

This presentation describes the ARC (advisor for risk communications) model that can be used as a design aid for creating more effective health communications and predicting the effectiveness of an existing health message or campaign for different target audiences. Message tactics are examined, including case information, social consequences, other referencing and female communications, and their effectiveness.

► Predictive Models of Effective Anti-Smoking Arguments by Using Computerized Text Analysis: Personal, Textual Features and Their Interaction

 Abstract Type: 
Young Min Baek, MA, Joseph N. Cappella, PhD, Caryn Lerman, PhD, and Andrew Strasser
University of Pennsylvania, Philadelphia, PA

This study aimed to identify specific textual determinants of stronger and weaker anti-smoking arguments by using computerized text analysis. This method was explored in order to guide systematic and effective communicative interventions around anti-smoking messages. It also determined that a computerized text analytic method is valid and reliable to identify the textual determinants of strong arguments in targeted populations.



Program Agenda (cont.)

TUESDAY, August 11, 2009

► Audience Reactions and Receptivity to HIV Prevention Messages for People Living with HIV

Abstract Type: 

Jennifer D. Uhrig, PhD¹, Carla Bann, PhD¹, Dogan Eroglu, PhD², Jill Wasserman, MPH², and Carolyn Guenther-Grey, MA²

¹RTI, Research Triangle Park, NC

²Centers for Disease Control and Prevention, Atlanta, GA

By using a 3-phase approach to message testing, this study measured audience reactions and receptivity to HIV prevention messages, specific to people living with HIV (PLWH). Uniquely, all messages were presented in plain text without the support of other creative elements that are commonly used in message execution, enabling detailed and specific results based solely on message content. This approach provides a starting point for the development of HIV prevention campaigns targeting PLWH, but it also offers insight into detailed audience message testing.

Grand Ballroom A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Innovative Approaches to New Media: Cartoons, Twitter, and Movies

Abstract Type: 

Level: Fundamental/Intermediate

Virginia Sublet, PhD (Moderator)

National Institute for Occupational Safety and Health

► Twitter Best Practices for Nonprofits

Level: Fundamental

Sarah Marchetti, BA

Ogilvy Public Relations Worldwide, Washington, DC

Twitter is a popular social networking and microblogging site where users answer the question, "What are you doing?" This presentation addresses (1) enhancing exposure to and communication around specific health-related topics, and (2) using social media to improve engagement with health messaging. A 3-step process including follow, create content, and engage is used to demonstrate how a health communicator can use this medium to best advantage.

► Through A Native Looking Glass—New Media Tools for Native Nations for Health Promotion and Disease Prevention

Level: Fundamental

Brenda Manuelito, MA¹, and Carmella Rodriguez, MA²

¹University of Washington, Seattle, WA

²nDigiDreams LLC, Santa Fe, NM

Digital storytelling is an innovative technology that captures first person narrative in a 2–3 minute "mini-movie" by using stills, short video clips, voice, and soundtrack. These digital stories are being introduced to health care professionals to create dialogue, conduct outreach, promote advocacy, and increase awareness of critical health issues in underserved and rural communities. This presentation provides an overview of a 3-day training workshop for native digital storytellers that takes them through the steps to develop a "mini-movie."

► **Using Cartoon Characters and Animation to Communicate with Children about Pandemic Influenza**

Level: Intermediate

Matthew Sones, MS, MPH, Lynn Sokler, BS, BS, and James Archer
Centers for Disease Control and Prevention, Atlanta, GA

Many children of various ages watch cartoons and animations regularly on television. This project will expand the realm of entertainment-education research by targeting messages to children through cartoons. The team first developed a set of animated cartoon characters and short cartoons based on the *Immune Platoon* and concentrating on general hygiene, such as hand washing and cough/sneeze etiquette. Audience testing results are shared during the session.

Dogwood A/B

TRACK II: Health Disparities and Social Determinants of Health

Design for All: Barrier-Free as the Rule, Not the Exception

Abstract Type: 

Level: Fundamental

Meredith Li-Vollmer, PhD (Moderator)

Public Health – Seattle and King County, Seattle, WA

► **Communication Design for All: Translation Policy and Best Practices**

Matias Valenzuela, PhD

Public Health – Seattle and King County, Seattle, WA

This presentation discusses how a translation policy and system were created to promote fair and equitable access to public health information produced by public health workers for people with limited proficiency in English.

► **Communication Design for All: Universal Design for Emergency Communications**

Charles Ishikawa, MSPH

Cambridge Health Alliance, Cambridge, MA

This presentation discusses how the Cambridge Advanced Practice Center for Emergency Preparedness has applied the principles of universal design to create communication tools that better empower clients and staff to work together and protect public health in an emergency. Special attention is drawn to the use of pictograms in signage at Points of Distribution and Alternate Care Sites.

► **Communication Design for All: Why Comics Work**

Meredith Li-Vollmer, PhD

Public Health – Seattle and King County, Seattle, WA

This presentation demonstrates the potential use of comics to communicate public health issues. The presenter discusses how comics were developed for public health preparedness information and offers higher and lower cost options for comics production. Participants will learn about story development for comics and how to use elements in the comics medium to maximize the genre's ability to convey information.



Program Agenda (cont.)

Grand Ballroom C

TRACK III: New Frontiers—Trends and Technology

Evaluating Online Media

Abstract Type: 

Level: Fundamental/Intermediate

Holli Hitt Seitz, MPH (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **Beyond Traditional Web Site Metrics: What You Need to Know to Evaluate Your Web 2.0, Mobile, and Web Site Efforts**

Level: Fundamental

Wies Rafi, MS¹, and Cari A. Wolfson, BA²

¹*Centers for Disease Control and Prevention, Atlanta, GA*

²*Focus on U!, Tallahassee, FL*

This presentation highlights some of the successful ways that the Centers for Disease Control and Prevention (CDC) actively measures CDC.gov, including the use of podcasts, videos (CDC-TV), blogs, eCards, widgets, RSS feeds, e-mail updates, content syndication efforts, other social media products, and its recently released mobile Web site (m.cdc.gov). The presenter provides a framework for other organizations to use in measuring the effectiveness of online, Web 2.0, and mobile efforts.

► **INShape Indiana: A Case Study in Evaluation Strategies for Evaluating Health-Related Web Site Usability**

Level: Intermediate

Jane Ellery, PhD, **Peter J. Ellery, PhD**, Jennifer Bott, PhD, Kristin Ritchey, PhD, and Lori Byers, PhD

Ball State University, Muncie, IN

The purpose of this study was to evaluate the INShape Indiana Web site and to test a Salutogenic model for health Web site usability assessment. This presentation addresses the differences between Web site design and Web site effectiveness and provide two potential user-centered strategies as an approach to determining Web site usability.

► **Evaluating the Effectiveness of Social Media in Increasing Engagement: The Boss of Me Case Study**

Level: Fundamental

Jennifer Berktold, MA¹, Robert McKinnon, BA², Bess Bendet, MS³, and Tuere Anderson, LCSW⁴

¹*Westat, Rockville, MD*

²*YELLOWBRICKROAD, New York, NY*

³*Blue Shield of California Foundation, San Francisco, CA*

⁴*Youth Radio, Oakland, CA*

This presentation summarizes the Boss of Me campaign, an intervention that provides 14–18 year-olds in California with tools to reduce early relationship conflict. The presenter describes the methodological tools used in the evaluation and presents preliminary findings from the Web monitoring and content analysis components of the evaluation.

► **Comparison of Blog and Newspaper Coverage of a Food Recall**

Level: Intermediate

Simani Price, PhD¹, Lance D. Potter, MA², and R. Craig Lefebvre, PhD³

¹*Westat, Rockville, MD*

²*Bill and Melinda Gates Foundation, Washington, DC*

³*George Washington University Medical Center, Washington, DC*

This presentation explores blogs as a channel for disseminating health information and discusses a media analysis method used to compare blog and newspaper coverage of a recent peanut product recall. The presenter discusses the results of the media analysis and comment on implications for disseminating health information.

International Ballroom F

TRACK III: New Frontiers—Trends and Technology

Innovative Approaches for Reaching Diverse Populations

Abstract Type:  

Level: Fundamental/Intermediate

Abdul R. Shaikh, PhD, MHSc (Moderator)

National Cancer Institute, Bethesda, MD

► **Promoting Cancer Awareness Through Community Theater**

Abstract Type: 

Level: Fundamental

Maria Jibaja-Weiss, EdD, Donna Rochon, PhD, Glori Chauca, MD, Roshanda Chenier, MS, and Lidia Porto, BA

Baylor College of Medicine, Houston, TX

This presentation demonstrates how health educators targeted cancer screening in minority populations by using community theater-based methods. Six multilingual, culturally sensitive plays integrating colorectal cancer awareness messages were developed for African American and Hispanic populations in Houston, Texas. This innovative method of health promotion has the potential to improve the health of underserved populations.

► **Assessing African American Use of Online Blogs to Communicate about Health**

Abstract Type: 

Level: Intermediate

Lindsay Della, PhD¹, Dawn Beatrice Griffin², PhD, Erin Edgerton, MA², and Dogan Eroglu, PhD²

¹*University of Louisville, Louisville, KY*

²*Centers for Disease Control and Prevention, Atlanta, GA*

This study is a content analysis of 157 blogs in the Afrosphere (i.e., African Americans blogging for other African Americans in the African diaspora). Discrepancies were found between health-related topics discussed in the Afrosphere and health-related issues that disproportionately affect the African American population. Opportunities for health communication and implications for future research is discussed.



Program Agenda (cont.)

TUESDAY, August 11, 2009

► **Implementing SMS Text Messaging Service to Reach Spanish-Speaking Consumers**

Abstract Type: 

Level: Intermediate

Iana Simeonov, BA

UCSF School of Pharmacy, California Poison Control System, San Francisco, CA

This presentation uses lead-poisoned candy as a case study on how SMS text messaging can be used to communicate health-related information to Spanish-speaking populations. Pilot data is used to demonstrate real-time engagement and intervention by using mobile networks for potential hard to reach populations.

► **Differences in Health Information-Seeking Behavior as a Function of Acculturation**

Abstract Type: 

Level: Intermediate

Stephanie Sargent Weaver, PhD, MPH, Frederick Fridinger, DrPH, MS, BS, and James B. Weaver III, PhD, MPH

Centers for Disease Control and Prevention, Atlanta, GA

This study describes how acculturation, the process through which attitudes and behaviors of individuals from one culture are modified through contact with another culture, is associated with numerous aspects of health information-seeking. Building on prior research, we report evidence of differences in health information-seeking behaviors (HISB) among U.S.-born and non-U.S.-born individuals in the 2007 Health Information National Trends Survey (HINTS). Understanding a population segment's level of acculturation appears critical for health promotion and disease prevention endeavors targeting U.S. emigrant populations.

International A/B

TRACK IV: Partnerships and Collaborations–Synergistic Relationships

The Use of Community and Faith-based Partnerships to Reach African American Audiences

Abstract Type: 

Level: Fundamental/Intermediate

Ayanna Robinson, MPP (Moderator)

Porter Novelli

► **Fashioned In Faith: The Use of an African American Cancer Survivorship Calendar to Promote Breast Cancer Awareness**

Level: Intermediate

Elizabeth Williams, MA, PhD¹ and Mary Smith, RN²

¹*Vanderbilt-Ingram Cancer Center, Nashville, TN*

²*Sisters Network Nashville, Nashville, TN*

This presentation describes the effectiveness of an academic cancer center's partnership with minority businesses and organizations to develop a health communication tool that resonated with African American females.

► **Academic Community Partnership for Faith-based Cancer Control**

Level: Fundamental

Michelle Y. Moseley, MA, CHES¹, Wilma Batiste², Gloria R. Brown³, Priscilla J. Banks⁴, Marcus L. Penn, MD⁵, and Rena J. Pasick, DrPH⁴

¹*Northern California Cancer Center, Fremont, CA*

²*Neighborhood Baptist Church, UCSF HDF-CCC, San Francisco, CA*

³*African American Community Health Advisory of San Mateo County, San Mateo, CA*

⁴*Population Sciences, University of California, San Francisco HDF-CCC, San Francisco, CA*

⁵*Radiation Oncology, UCSF HDF-CCC, San Francisco, CA*

This presentation shows the strength of culturally targeted partnerships in reaching African American audiences. The Abundant Life Health Ministries Initiative (ALHMI) brought together academia, multid denominational religious organizations, public health professionals, nonprofit and voluntary agencies to build health ministries in local churches, which are traditionally a trusted source of information in the African American community.

► **Partnering with the AME Church to Educate African Americans about P.A.D.**

Level: Fundamental

Erica G. Taylor, MA

Ogilvy Public Relations Worldwide, Washington, DC

This presentation provides key lessons in developing new partnerships by using existing partner communication in a marketing strategy and dealing with large organizations as partners. The presentation demonstrates these lessons by describing a peripheral, arterial disease education campaign held in partnership with the African Methodist Episcopal Church, a denomination with more than 2.5 million African Americans in the United States.

4:00 PM – 5:30 PM

CONCURRENT BREAKOUT SESSIONS

Grand Ballroom A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Creating Innovative Social Marketing Campaigns

Abstract Type: 

Level: Fundamental/Intermediate

Kelli McCormack Brown (Moderator)

University of Florida, Gainesville, FL

► **Say It Out Loud: Research-Driven Messages in Mental Health Promotion**

Level: Intermediate

Kevin Kirkpatrick, MA¹ and Tanya Zumach, BA²

¹*Metropolitan Group, Chicago, IL*

²*Metropolitan Group, Portland, OR*

This presentation describes a statewide, multiyear, mental health social marketing and public will campaign. Through formative research and concept development, Say It Out Loud demonstrated an open discussion of mental health—a vital component of overall wellness. The campaign used a community participatory approach by involving consumers, families, and target audiences in campaign development.



Program Agenda (cont.)

TUESDAY, August 11, 2009

▶ **Reducing Health Disparities in Childhood Asthma Through a Sustained Long-Term Social Marketing Campaign**

Level: Fundamental

Elizabeth Bayne, MPH¹, **Kristy Miller**,¹ and Patricia Goldman²

¹*U.S. Environmental Protection Agency, Washington, DC*

²*The Ad Council, New York, NY*

This presentation describes a 9-year, multimedia public service campaign, the National Initiative to Fight Childhood Asthma, which targeted parents and caregivers of children ranging from infancy to 16 years old. Through continued evaluation and monitoring, the campaign was adjusted as necessary to enhance awareness and belief in prevention and increase adoption of active asthma management behaviors.

▶ **Helping a State Draw “The Line:” A Campaign to Decrease Tobacco Use and Alcohol Misuse in Wyoming**

Level: Intermediate

Mike Sukle, BS¹

¹*Sukle Advertising and Design, Denver, CO*

This presentation describes how one state created a focused theme and campaign to drive every piece of the communication and campaign efforts. Through this focused effort, Wyoming created the unifying statewide campaign, “The Line,” to address alcohol and tobacco behaviors simultaneously.

Cottonwood A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Parents as the Target Audience

Abstract Type:  

Level: Fundamental/Intermediate

Jean Gibson, MS (Moderator)

Texas Department of State Health Services, Austin, Texas

▶ **The “Talk to Your Kids” Campaign: Developing Theory-based Messages Targeting Parents of Early Adolescents about Underage Drinking**

Abstract Type: 

Level: Fundamental

Brooke Weberling, MS, Matthew Avery, MPH, Jessica A. Kadis, MPH, and Kevin Wu, MPH
University of North Carolina at Chapel Hill, Chapel Hill, NC

This presentation describes lessons learned from formative research on a proposed campaign addressing underage drinking with messages targeted to parents of early adolescents. Presenters review problems associated with underage drinking and barriers to targeting parents of early adolescents. Participants have the opportunity to adapt lessons learned for use in other health campaigns.

► **Designing a Social Marketing Campaign to Promote HPV Vaccine Uptake in the Rural South: Mothers' Feedback on Theory-based Messages**

Abstract Type: 

Level: *Intermediate*

Autumn Shafer, MA, Miriam Hartmann, BA, Allison K. Groves, MHS, Carmina G. Valle, MPH, Emily Brostek, BA, Carrie Meier, MPH, and Joan Cates, PhD, MPH
University of North Carolina at Chapel Hill, Chapel Hill, NC

This presentation describes lessons learned from formative research on message concepts and design for a social marketing campaign targeting mothers of girls 11–12 years old to increase the use of the human papillomavirus (HPV) vaccine. Presenters review the types of messages mothers would like to have about the HPV vaccine, as well as a summary of insights from rural and ethnically diverse mothers, populations most likely to experience health disparities.

► **Marketing a Multisession Obesity Prevention Program to Parents: What Works?**

Abstract Type: 

Level: *Fundamental*

Elizabeth M. Fassett, MS, CHES¹, Jennifer A. Decker, BA², Namratha N. Swamy, PhD², Jodi S. Anthony, MPH², Leah F. Dyson, MSSW², Sherri Farrias, BA², Jonelle Rowe, MD³, Valerie Scardino, MPA³, and Susan M. Blake, PhD⁴

¹*Hager Sharp, Washington, DC*

²*Altarum Institute, Washington, DC*

³*U. S. Department of Health and Human Services, Washington, DC*

⁴*The George Washington University, Washington, DC*

This presentation describes the evaluation of a multisession obesity prevention program designed to help parents and caregivers of adolescents improve eating and physical activity habits. Presenters review successes and challenges in marketing, participant recruitment, and participant retention.

Dogwood A/B

TRACK II: Health Disparities and Social Determinants of Health

Social Determinants Perspectives Applied to Practice

Abstract Type: 

Level: *Fundamental/Intermediate*

Doryn D. Chervin, DrPH (Moderator)

ICF Macro, Atlanta, GA

► **Using Digital Storytelling to Inform Social Determinants of Health—A New Way of Translating Research Into Practice**

Level: *Fundamental*

Su-I Hou, DrPH, CPH, CHES, RN

University of Georgia, Athens, GA

This presentation explores new ways of translating research into practice. Specifically, the presenter discusses how digital storytelling can be used as a new and effective communication strategy to convey evidence-based research findings and epidemiologic data to the public.



Program Agenda (cont.)

TUESDAY, August 11, 2009

► **Social Determinants of Health: Exploring a Foundation's Perspective**

Level: Fundamental

Jennifer Wood, MSW, Arati Maleku, MSW, and Jamie Wyatt Marshall, MSW, MPH
Missouri Foundation for Health, St Louis, MO

The Missouri Foundation for Health (MFH) has been able to simultaneously provide support to local communities for programmatic development, while also identifying and disseminating data, resources, and advocating for change to address social determinants and inequities in the communities it serves. This presentation provides process and outcome data on how MFH, through its various health-related funding areas and integration of health literacy, is a model for how a foundation can partner with other sectors to respond to the needs of the communities.

► **The Kaleidoscope Project: Defining the Wellness Equation in the African American Community**

Level: Intermediate

Nita Mosby Henry, MA
The Kaleidoscope Project, Denver, CO

This presentation addresses optimal means to reach underserved communities through the civic engagement model. Additionally, the presentation provides data regarding how the participants in this project responded to traditional health education and marketing strategies, as compared to messaging delivered through the civic engagement model.

International Ballroom F TRACK III: New Frontiers—Trends and Technology

Social Media Tools in Youth Health Promotion

Abstract Type: 

Level: Fundamental/Intermediate

Susan Dugan (Moderator)
Centers for Disease Control and Prevention, Atlanta, Georgia

► **Web 2.0: How the National Institute on Drug Abuse (NIDA) Has Embraced This Interactive Social Networking Platform to Reach Youth with Its Messages**

Level: Fundamental

Jennifer Isenberg Blacker, MS¹, Eric Davis, MS, PMP¹, and Brian Marquis, BS²
¹*Contractor to the National Institute on Drug Abuse, IQ Solutions, Inc., Rockville, MD*
²*National Institute on Drug Abuse, Rockville, MD*

This presentation describes the many and varied ways in which the National Institute on Drug Abuse (NIDA) has complemented its offline activities with interactive online ones to better serve its teen audiences. By using virtual focus groups and teleconferences with young people, they have found that their key to success is to involve youth in the process and regularly monitor their reactions to evolving products and modifying them accordingly.

► **Sudden Cardiac Arrest Youth Awareness Program**

Level: Intermediate

Merrilee Sweet, BS

Emergency Cardiac Care, American Heart Association, Dallas, TX

This presentation discusses the use of traditional media and new media while building new social norms in youth about cardiopulmonary resuscitation (CPR). By using a core Web site to build awareness and serve as a resource hub for students, teachers, and school administrators, this presentation discusses how social media strategies can create a viral spread of a movement beyond the school environment's borders.

► **Reaching Teens: The Use of MySpace to Raise Awareness About Mental Health**

Level: Fundamental

Sabira Taher, MPH¹, Katherine Gregory, PhD, MS, MA², and Jeffrey Escoffier, MIA²

¹*Research Foundation for Mental Hygiene, Inc., New York, NY*

²*New York City Department of Health, New York, NY*

This discussion assesses the use of varied interactive social media components within a MySpace site as a mode for information dissemination about teen mental health issues. The pilot study evaluation used quantitative and qualitative methods, which included a teen advisory panel, online tracking tools, and Web usability sessions. They also discuss some of the challenges, including staffing issues, allocation of resources, content review, and ongoing maintenance.

Grand Ballroom C

TRACK III: New Frontiers—Trends and Technology

Emerging Strategies for Health Marketing and Communication Practice

Abstract Type: 

Level: Fundamental/Intermediate

Nedra Kline Weinreich, MS (Moderator)

Weinreich Communications, Los Angeles, CA

► **Coaching, Creativity, and Commitment: Training the Workforce for Public Health 2.0**

Level: Fundamental

Alison R. Grodzinski, MLIS, Gillian Goldsmith Mayman, MLIS, and Whitney Townsend, MLIS
University of Michigan, Ann Arbor, MI

This presentation describes the training needs of the public health workforce in Web 2.0 technologies, based on research and training done with two local health departments. Though there is a general lack of familiarity with these tools, with some coaching, creativity, and commitment, these technologies can be successfully used for health communication efforts.



Program Agenda (cont.)

TUESDAY, August 11, 2009

▶ **A Global Social Network for Innovation and Collaboration in Social Marketing**

Level: Intermediate

R. Craig Lefebvre, PhD

George Washington University Medical Center, Washington, DC

This presentation describes a newly launched global, digital community platform that will better enable social marketing practitioners to achieve greater and more efficient impact on environmental, health, and social issues. The network includes social networking and other tools to connect professionals with each other and with best practice resources.

▶ **Leveraging Social Media in Building Healthy Communities**

Level: Fundamental

J. David Almacy, BS

Digital Public Affairs, Edelman, Washington, DC

This presentation uses the example of the *Five Moms: Stopping Cough Medicine Abuse* campaign to demonstrate how government communication staff and others operating in highly regulated environments can leverage existing online sites to reach their audiences. Online tactics that can be implemented within government regulations is highlighted.

▶ **The Use of Two Segmentation Tools to Understand Target Audiences in North Carolina**

Level: Intermediate

Sheree L. Vodicka, MA, RD, LDN

North Carolina Division of Public Health, Raleigh, NC

This presentation describes how the *Eat Smart, Move More NC* program merged two different audience segmentation tools, the PRIZM commercial marketing database and CDC's Energy Balance Segmentation Guide, to focus its obesity prevention marketing strategies. By matching segments as closely as possible across the tools, they were able to better target their audience by county and channels.

International Ballroom A/B TRACK IV: Partnerships and Collaborations–Synergistic Relationships

Models and Innovations in Partnerships

Abstract Type:  

Level: Intermediate

Mark Weber (Moderator)

Substance Abuse and Mental Health Administration, Washington, DC

▶ **Re-AIMing Higher: Pharmacies as Sustainable Health Marketing Channels**

Abstract Type: 

Claudia Parvanta, PhD

University of the Sciences, Philadelphia, PA

This presentation provides an overview of the competencies of pharmacy medication therapy management teams as they relate to health marketing and discusses using the pharmacy as a place to reach healthy citizens with prevention messages. A comparison of the costs of sustaining different health marketing venues against their effectiveness and cost effectiveness in reaching clients with prevention information is explored.

► **Integrating Unusual Suspects into Children’s Health Coverage Outreach**

Abstract Type: 

Jodi Anne Ray, MA, Patrick Owen Cannon, PhD, Meredith Heather Berkner, MA, MEd, and Ryan Kent Morris, BS, BA

Florida Covering Kids and Families, University of South Florida, Tampa, FL

By using the State of Florida as an example, this presentation describes practical steps for expanding awareness and participation in children’s public health coverage programs. Topics include the process for identification of a wide variety of partners and how to orchestrate their activities in support of increasing enrollment and retention in children’s health coverage programs.

► **Marketing Strategy in Rehabilitation: A Standardized Approach**

Abstract Type: 

Kristie L. Golden, PhD

A Division of the Long Island Home, South Oaks Hospital, Amityville, NY

This presentation provides a community-based approach for using a marketing model for improving a rehabilitation agency’s ability to develop long-term business relationships with employers for the purposes of increasing the employment of persons with disabilities and consultation on disability matters. The presenter describes the marketing model and how success was evaluated.

► **Entertainment Education: Strategic Partnerships and Strategic Communication for Health Equity**

Abstract Type: 

Sandra de Castro Buffington, MPH, Courtenay Singer, MPH, Kathy Le, MPH, and Michelle Cantu, MPH

University of Southern California Annenberg School for Communications, Beverly Hills, CA

Hollywood captivates and entertains millions of viewers in a single hour with masterful storytelling while public health experts inform the public worldwide with lifesaving health information. The presentation describes a model that has a successful and sustained partnership with the entertainment industry that has impacted television viewers’ knowledge, attitudes, and beliefs about health-related topics.

6:00 PM – 7:30 PM

RECEPTION

North Tower Level M2
Prefunction Lobby



Program Agenda (cont.)

Wednesday, August 12, 2009

7:00 AM – 8:00 AM **CONTINENTAL BREAKFAST**

Where?

8:00 AM – 9:30 AM **PLENARY PRESENTATION**

Grand Ballroom D/E

Introduction of Panel

Jane D. Brown, PhD

James L. Knight Professor

University of North Carolina at Chapel Hill

Moving the Needle on Health Outcomes: How Social Marketing Science and Practice Can Improve Health

Jay Bernhardt, PhD (Moderator)

Centers for Disease Control and Prevention

Punam Keller, PhD

Dartmouth College

Nancy Lee, MBA

University of Washington

R. Craig Lefebvre, PhD

George Washington University

Michael L. Rothschild, PhD

University of Wisconsin

William A. Smith, EdD

Academy for Educational Development

9:30 AM – 10:15 AM **POSTER SESSION I**

Grand Ballroom D

10:15 AM – 11:45 AM CONCURRENT BREAKOUT SESSIONS

International Ballroom A/B TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Government Use of New Media

Abstract Type: 

Level: *Fundamental*

Jean Gibson, MS (Moderator)

Texas Department of State Health Services, Austin, Texas

► **CDC.Gov Features: The Use of Web 2.0 Tools to Repurpose Health Messages in Web 1.0 Format**

Maureen S. Marshall, MS, **Karen Morrione, BA**, Curtis Hendrickson, Sarah Logan Gregory, BA, Joanne Stein, BA, BS, and Steven Kubik, BBA, BA
Centers for Disease Control and Prevention, Atlanta, GA

This presentation describes CDC efforts to repurpose and redistribute feature Web content through new media, such as social networks, widgets, and blogs. Presenters discuss methods, conclusions, and practice implications of expanding the media mix. Participants have the opportunity to apply concepts learned to other realistic Web communication situations.

► **Developing New Media Strategies in Public Health: Lessons Learned From AIDS.Gov**

Miguel Gomez, BS¹, Michelle Samplin-Salgado, MPH², and Jennie Anderson, MS³

¹*U.S. Department of Health and Human Services, Washington, DC*

²*John Snow, Inc., Boston, MA*

³*John Snow, Inc., San Francisco, CA*

This presentation describes the steps involved in developing a new media strategy on the basis of lessons learned from AIDS.gov experience working with public health leaders from community-based organizations (CBOs) and federal agencies. Presenters review basic information on new media tools; review the benefits and limitations of new media; discuss the assessment of the appropriateness of new media use; and discuss partner assistance in developing new media strategies.



Program Agenda (cont.)

Grand Ballroom D/E

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

The Impact and Relevance of Effective Messages and Materials

Abstract Type: 

Level: *Fundamental/Intermediate*

Judith A. McDivitt, PhD (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **The Communication Tool Kit: Encouraging Evidence-based Decision Making**

Level: Fundamental

Kristin L. Carman, PhD¹, Sandy Robinson, MSPH¹, and Lori Agin²

¹*American Institutes for Research, Washington, DC*

²*American Institutes for Research, Atlanta, GA*

This presentation discusses formative research findings and the development of a communication tool kit to help employers, labor unions, and others frame and deliver messages to employees about evidence-based health care. This research shows the importance of qualitative, formative research in materials development and demonstrates that tailoring materials to the needs of the audiences can help bridge the gaps in knowledge, attitudes, and beliefs.

► **Alcohol and Drug Use Education Campaign: How to Educate Students When a Social Norms Campaign Is Inappropriate**

Level: Fundamental

Felicia Lassk, PhD¹, Hortensia Amaro, PhD¹, **Dharma Cortes, PhD²**, Erin Rowe, BA¹, and Judith Anderson, IDSA³

¹*Northeastern University, Boston, MA*

²*Harvard Medical School, Cambridge, MA,*

³*Massachusetts College of Art and Design, Boston, MA*

Much attention has been focused on college drinking and drug use. This presentation describes a campaign to encourage (university) students to think about how they make decisions about drinking and to promote student discussion about student life and alcohol and drug use. The results of the campaign indicated that providing students with eye-catching colorful posters that deliver the facts of drinking and drug use on campus creates an opportunity to build awareness and engage in discussion.

Cottonwood A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Innovative Means of Engaging Youth in Creating Effective Behavior Change Campaigns

Abstract Type: **D** **R**

Level: *Fundamental/Intermediate*

Carol Bryant (Moderator)

University of South Florida, Tampa, FL

► **Redefining Teen Health Communications Through Social Media**

Abstract Type: **D**

Level: *Fundamental*

Trish Eitel, PhD and Caitlin Douglas, BA

Ogilvy Public Relations Worldwide

This presentation reviews a variety of recent campaigns that have successfully used social media to prevent smoking, drug use, pregnancy, and dating violence among teens.

► **The Development of Persuasive Messages to Prevent Prescription Drug Abuse Among Teens**

Abstract Type: **R**

Level: *Intermediate*

Eric C. Twombly, PhD, **Christine Baillie Agnew, MPH**, and Kristen D. Holtz, PhD

KDH Research and Communication, Atlanta, GA

This presentation describes the results of focus groups with 7th and 8th grade students regarding sources of information about prescription drugs, their perceived persuasiveness and accuracy, and frequency of exposure. By using these data, a new model of influences on teen knowledge of prescription drugs and their characteristics of communication channels is described.

► **Buzz Marketing, Public Health Campaigns, and Teens: A Mixed Methods Study**

Abstract Type: **R**

Level: *Intermediate*

Amy Struthers, MA

University of Nebraska-Lincoln, Lincoln, NE

This presentation describes a prototype buzz marketing campaign designed to be delivered by high school students or buzz agents. Buzz marketing embraces peer influence. In this case study, buzz agents were provided training to influence fruit and vegetable consumption and physical activity behavior through the storyline that these behaviors are a part of a cool lifestyle.



Program Agenda (cont.)

Grand Ballroom A/B

TRACK II: Health Disparities and Social Determinants of Health

Social Determinants Case Examples Explored

Abstract Type:  

Level: Fundamental/Intermediate/Advanced

Sheryl Strasser, PhD (Moderator)

Georgia State University, Atlanta, GA

► **Reaching Out to Hard to Reach Target Audiences in Diverse Communities to Promote Zinc Intervention for Childhood Diarrhea Treatment: Experience from the Philippines**

Abstract Type: 

Level: Fundamental

Mekkla Thompson, MPH, CHES¹ and Alan Talens, MD, MPH²

¹*Health Study, Westat, Rockville, MD*

²*International Aid, Spring Lake, MI*

The presentation addresses best practices from research to program planning and implementation, using key elements of marketing mix to effectively reach hard to reach and vulnerable populations in diverse communities.

► **Engaging Asian Community Participation in Hepatitis B Screening and Outreach Events by Using Ethnic Specific Media and Health Marketing Strategies**

Abstract type: 

Level: Fundamental

Alena J. Gropman, MHS, Amy Yu, BAS, and Samuel So, MD, FACS

Stanford University, Stanford, CA

This presentation demonstrates how the Asian Liver Center at Stanford University used the Jade Ribbon Campaign branding to effectively engage the community at screening and educational events through advertising, health marketing, and communication. By using culturally and linguistically appropriate marketing and branding, the campaign demonstrated that it is possible to raise awareness and recognition of a chronic disease, which is vital for influencing behavior change.

► **Real Life. Real Talk. Creating Community Engagement in Sexual and Reproductive Health Among the Mexican and Latino Populations in Tucson, AZ**

Abstract Type: 

Level: Intermediate

Rebecca L. Brookes, BA¹, and Thomas Lehman, MA²

¹*Upstream Social Marketing, LLC, Burlington, VT*

²*Academy for Educational Development, Washington, DC*

This presentation demonstrates how Planned Parenthood Federation of America, employing social marketing principals, developed and implemented a successful community-based sexual health promotion program for U.S. resident Mexican and Latino parents that increased talk and comfort levels by engaging parents in community events, education, and resources.

► **“MY FAMILY KNOWS:” A Health Marketing and Communications Campaign to Inform and Educate at Risk African American and Hispanic American Girls and Their Families About the Threat of HPV Infection**

Abstract Type: 

Level: Advanced

Ivan C.A. Walks, MD

Ivan Walks and Associates LLC, Washington, DC

This presentation addresses how to employ best practices to conceptualize campaigns, build public or private collaborations, create branding and messages, and develop evidence-based metrics for effectiveness.

International Ballroom F TRACK III: New Frontiers–Trends and Technology

Engaging Audiences via New Media

Abstract Type:  

Level: Fundamental/Intermediate/Advanced

Leslie B. Snyder, PhD (Moderator)

University of Connecticut, Storrs, CT

► **Mobile Communications Can Facilitate Treatment of TB**

Abstract Type: 

Level: Advanced

Debra Dekker, PhD, Jeffrey Hoffman, PhD, and **Janice Cunningham, MPH (c)**

Danya International, Inc., Silver Spring, MD

This study investigated the acceptability among health care workers (nurses) and patients of mobile cellular telephone use to monitor medication adherence of patients infected with TB in Nairobi Kenya. A family member or friend of the patient took a video of the patient taking their TB medications by using a study-provided cell phone and sent the video to a Web site where nurses could follow the WHO guidelines on direct observation treatment protocol. Many patients (N = 13) and nurses preferred the phone-based observation system, which can be cheaper and more convenient than in-person treatment; patients also liked the actor-portrayed video testimonials they received on their phones.



Program Agenda (cont.)

► **An Innovative Online HIV Prevention Campaign for MSM on World AIDS Day, 2008**

Abstract Type: 

Level: *Intermediate*

David S. Novak, MSW¹, Mary Ann Chiasson, DrPH², Francine Shuchat Shaw, PhD³, and Scott Miller⁴

¹*Online Buddies, Inc., Boston, MA*

²*Public Health Solutions, New York, NY*

³*New York University, New York, NY*

⁴*In the Life Media, Inc., New York, NY*

On World AIDS Day, 2008, MANHUNT.net, a popular sexual meeting Web site, coordinated a broadcast e-mail to English-speaking members worldwide that encouraged men who have sex with men to visit various campaign partner Web sites, view prevention videos and a TV documentary (IN THE LIFE), and learn HIV/STI testing referral information. MANHUNTCares.org statistics revealed 1,232 (15% of $N = 8,402$) sought information on testing resources. The partnership between researchers, a social networking site, and a traditional media project demonstrated that a proven online HIV intervention (the HIVBigDeal videos), combined with online social marketing, can reach an international community of MSM.

► **Requests for Cancer Information by Using the LiveHelp and E-Mail Services**

Abstract Type: 

Level: *Fundamental*

Linda Fleisher, MPH, PhD

Fox Chase Cancer Center, Cheltenham, PA

This preliminary study sought to understand the usage of the e-mail and instant chat (LiveHelp) services in which highly trained cancer education specialists provide information to cancer patients and families who choose to use the system. LiveHelp and e-mail interactions from August 2004 to February 2009 were analyzed ($N = 408$), and 56% of the interactions were through LiveHelp, with 42% of the users family and friends of cancer patients and 33% the patients themselves, asking mostly about specific treatment information and general cancer site information.

► **The Effectiveness of Health Communication Messages Delivered Through an Online Virtual World**

Abstract Type: 

Level: *Intermediate*

Joan E. Cowdery, PhD¹, Jeannette Kindred, PhD¹, Anna Michalakakis, MS¹, L. Suzanne Suggs, PhD², and Adrienne Adams¹

¹*Eastern Michigan University, Ypsilanti, MI*

²*University of Lugano, Lugano, Switzerland*

The purpose of the longitudinal study was to examine the use of the online 3-D virtual world, Second Life, as a vehicle for the delivery of health communication messages designed to encourage individuals to make healthy lifestyle choices about physical activity and diet. The intervention consisted of a brief (15 minute) health educator avatar-led session. The pilot study found that the percentage of the study population ($N = 40$) that increased behavioral intentions was 7.5% for diet and 5% for physical activity.

Grand Ballroom C

TRACK III: New Frontiers—Trends and Technology

User Engagement and Online Prevention Information: Measurement, Evaluation, and Lessons Learned

Abstract Type: 

Level: *Intermediate*

Sandra Williams Hilfiker, MA (Moderator)

U.S. Department of Health and Human Services, Rockville, MD

▶ **The Assessment of User Engagement with eHealth Content: The eHealth Engagement Scale**

R. Craig Lefebvre, PhD

George Washington University Medial Center, Washington, DC

This presentation describes a scale for measuring the engagement properties of eHealth content that was adapted from commercial advertising research. Accompanying research suggests that a 9-item revised eHealth Engagement Scale is a robust tool to operationalize this concept across a variety of health topic areas. The eHealth Engagement Scale may prove to be an important mediator of user retention of information, intentions to change, and ultimately efforts to undertake and achieve behavior change.

▶ **Levels of Engagement and Self-Efficacy as Factors Affecting Prevention Information-Seeking Behaviors**

Cynthia Baur, PhD

Centers for Disease Control and Prevention, Atlanta, GA

This study was designed to test the levels of engagement and self-efficacy in the first iteration of a prevention information prototype being developed for the government Web site, www.healthfinder.gov. The Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services (HHS) designed a multiphase formative research protocol to collect data on the public's interest in, use of, and intention to act on prevention information. The results from this study establish a baseline for assessing the effect of engagement and self-efficacy in online prevention information.

▶ **Designing Engaging Online Prevention Content for Audiences with Limited Health Literacy**

Sandra Williams Hilfiker, MA

U.S. Department of Health and Human Services, Rockville, MD

The purpose of this study was to test an online prevention information prototype with a limited health literacy sample. Health literacy is relevant to a number of key behaviors tied to health status and outcomes, including health information seeking, information processing, and decision making. To improve health literacy, strategies are discussed to help eHealth providers redesign products and applications to fit the capacities and interests of this population.



Program Agenda (cont.)

Dogwood A/B

TRACK IV: Partnership and Collaborations–Synergistic Relationships

Partnering on Campaigns for Children and Youth

Abstract Type: 

Level: Intermediate

Thomas Backer, PhD (Moderator)

Human Interaction Research Institute, Encino, CA

► **SAMHSA Builds Healthy Prevention Foundation for Preschoolers**

Gwyndolyn Ensley, MEd

Substance Abuse and Mental Health Administration, Rockville, MD

This presentation focuses on Building Blocks for a Healthy Future, a primary prevention program for 3-to 6-year-olds developed by the Substance Abuse and Mental Health Services Administration's Center for Substance Abuse Prevention. To create the program, the center partnered with the National Head Start Association, the National Association of Elementary School Principals, and other early education organizations.

► **The National GYT (Get Yourself Tested) Campaign: Highlights and Lessons Learned From the First-Ever Private-Public Partnership Effort to Promote STD Awareness and Testing**

Allison L. Friedman MS¹, Tina Hoff ², Carol Butler, MA³, Lily Williamson, BA⁴, Meredith Mishel², Christine Nollen, MPH, MPA³, Mary McFarlane, PhD¹, Jason Rzepka, BBA⁴, and Amy Pulver, MA, MBA¹

¹*Centers for Disease Control and Prevention, Atlanta, GA,*

²*Kaiser Family Foundation, Menlo Park, CA,*

³*Planned Parenthood Federation of America (PPFA), New York, NY,*

⁴*Strategic Partnerships and Public Affairs, MTV Networks, New York, NY*

This presentation describes a national STD testing campaign designed to inform America's young people about STDs and normalize testing. It was created and presented by a partnership between the Kaiser Family Foundation, MTV, Planned Parenthood Federation of America, and other partners, with technical assistance from CDC.

► **URhealthstyle.Com: Building Innovative Marketing Partnerships Around Urban, Adolescent Health Service Needs**

Karen Schoneman, MA and Nancy Lyons, MPH

The Medical Foundation, Boston, MA

This presentation describes a partnership between the Medical Foundation and Artists for Humanity, a youth arts organization, to develop a social marketing campaign targeted to urban adolescents of color. The focus was on finding and using teen-friendly, confidential, and free health services, especially those concerned with STDs and other sexual health issues.

► **Preventing Binge Drinking and Pregnancy: The Benefits of Collaboration Between a University and a State Health Agency**

Lesa A. Dixon-Gray, MSW, MPH¹, and Jessica Henderson, PhD²

¹*Oregon Public Health Division, Portland, OR*

²*Western Oregon University, Monmouth, OR*

This presentation describes how a state public health department and health education social marketing students in a university jointly developed a social marketing campaign. The campaign's focus was on preventing binge drinking among pregnant women.

11:45 AM – 1:15 PM

LUNCH

1:15 PM – 2:45 PM

SPECIAL SESSIONS

Grand Ballroom A/B

Bringing Behavioral Health to the Table—Communicating Strategy and Health Care Reform

Panelists

Thomas E. Backer, PhD (Moderator)

Human Interaction Research Institute

Matt James

Kaiser Family Foundation

General Barry McCaffrey

BRM Associates

Mark Weber

Substance Abuse and Mental Health Services Administration

Substance abuse and mental health services have been too long on the sidelines of the national health care system. Cost-effective health care requires that behavioral health is part of the “health home,” since the serious and often chronic illnesses behavioral health services address are a major comorbidity factor for everything from heart disease to AIDS. Including behavioral health in debate and action about health care reform will take both coordinated leadership and creative communications to the public, health care providers, and policymakers. A lively, audience-interactive dialogue with the panelists explores how an effective communications strategy can be devised and implemented.

About the Panelists

Thomas E. Backer, PhD, President, Human Interaction Research Institute

Thomas E. Backer is president of the nonprofit Human Interaction Research Institute. Founded in 1961, the institute uses behavioral science strategies to help nonprofits handle innovation and change. He also is associate clinical professor of medical psychology at the UCLA School of Medicine and was senior fellow of UCLA's School of Public Policy and Social Research for the 2003–2004 academic year.

He has written more than 500 books, articles, and research reports. A licensed psychologist in California, Dr. Backer holds a doctorate in psychology from the University of California, Los Angeles. He is a fellow of the American Psychological Association and a member of the College on Problems of Drug Dependence. He has been president of APA's Division of Consulting Psychology and of the Knowledge Utilization Society.



Program Agenda (cont.)

Matt James, Vice President, Communications, Kaiser Family Foundation

Matt James is senior vice president of the Henry J. Kaiser Family Foundation, where he directs the foundation's media and public education programs. He is responsible for approximately half of the foundation's operating programs and six of its operating divisions, including its health news and information service, kaisernetwork.org, its public opinion research program, media fellowship programs, and media partnerships with news and entertainment media organizations in the United States and around the globe. Mr. James also leads the development of the foundation's newest journalism initiative, Kaiser Health News, which launched in 2009.

Prior to joining the foundation, Mr. James spent 10 years working in Washington, DC, as a senior communications and political aide to congressmen and senators, and served on the board of the Morris K. Udall Scholarship and Excellence in National Environmental Policy Foundation. He also serves as chair of the board of the Lucile Packard Foundation for Children's Health and has served on the board of Grantmakers in Health, as well as on advisory committees for the Council on Foundations and Independent Sector.

General Barry McCaffrey, BRM Associates

General McCaffrey served in the United States Army for 32 years and retired as a four-star general. At retirement, he was the most highly decorated serving general, having been awarded three Purple Heart medals for wounds received in his four combat tours. For 5 years after leaving the military, he served as the nation's Cabinet Officer in charge of U.S. drug policy. For this period of public service, General McCaffrey received many honors, including the Department of Health and Human Service Lifetime Achievement Award for Extraordinary Achievements in the Field of Substance Abuse Prevention (2004), the United States Coast Guard Distinguished Public Service Award, the Norman E. Zinberg Award of the Harvard Medical School, the Federal Law Enforcement Foundation's National Service Award, and the Community Anti-Drug Coalitions of America Lifetime Achievement Award.

After leaving government service, Mr. McCaffrey served for 5 years (2001–2005) as the Bradley Distinguished Professor of International Security Studies at West Point. He continues as an adjunct professor of international affairs.

Mark Weber, Director of Communications, SAMHSA

Mark A. Weber serves as associate administrator for communications of the Substance Abuse and Mental Health Services Administration (SAMHSA), part of the U.S. Department of Health and Human Services (HHS). A former speech writer to several HHS assistant secretaries, Mr. Weber joined the SAMHSA staff to head its communications activities in 1995. Since that time, SAMHSA's outreach to the media, the public, and the mental health and substance abuse communities has increased markedly. Many of the products developed have been hailed for their ability to meet community needs, and Mr. Weber is often quoted in the popular media on the topics of substance abuse and mental illness.

For his body of work in support of HHS, Mr. Weber has received numerous awards, including the Secretary's Distinguished Service Award.

Grand Ballroom D/E

Perspectives on Communicating Health Information: Marshalling Research-based Messages to Meet Audience Needs

Panelists

Tom Kean (Moderator)

Executive Director, C-Change

Governor Ruth Ann Minner

Elected official and business woman

Andy Miller, MSHE

Vice President of Programs and Policy, Lance Armstrong Foundation

Elmer Huerta, MD, MPH

Director, Cancer Preventorium at Washington Cancer Institute, and radio personality

John R. Seffrin, PhD, CEO

American Cancer Society

Communication plays a key role in achieving vital success against chronic diseases in the U.S. population. For example, estimates suggest that over half of all cancer mortality could be eliminated today just by applying what we know about prevention and early detection now. Yet, results from NCI's Health Information National Trends Survey (HINTS) suggest that most Americans are confused about what they can do to lower their chances of dying from cancer. Results also reveal alarming disparities in the degree to which the messages of chronic disease prevention and early detection reach all segments of the U.S. population. Panelists representing various perspectives will engage in a discussion with the audience about how they communicate effective prevention messages based on their constituents' needs. The knowledge, tactics, strategies, and lessons learned apply across the board to all chronic disease prevention communications. This session will energize the audience on how it can reach its constituents with effective health messages they need to lead longer, healthier lives.

About the Panelists

Tom Kean, MPH has devoted more than 30 years of his career to chronic disease prevention and control serving government, not-for-profit and for profit institutions in progressively responsible positions as a health educator, evaluator and senior manager/administrator. His assignments have included the University of Texas System Cancer Center M.D., Anderson Hospital and Tumor Institute, the National Cancer Institute, Prospect Associates, Ltd., and the AMC Cancer Research Center. In 1994, he cofounded Strategic Health Concepts, a Colorado-based consulting company, to help health organizations better achieve their goals through sound planning and management combined with solid technical capacity. In 2006, Tom became the Executive Director of C-Change, a coalition of leaders from organizations representing the public, private, and voluntary sectors devoted to eliminating the burden of cancer among the U.S. population. Tom has been actively involved over the years in volunteer work with community groups for public school education, cancer control, and tobacco use prevention. In 1993, he received the National Cancer Institute's Marion Morra Award for his contributions in cancer communications.



Program Agenda (cont.)

Ruth Ann Minner is an American politician and business woman, who previously served as Governor of Delaware from 2001 to 2009. She left school at age 16 to help on her family's farm. Widowed suddenly at 32 with three sons to raise, she worked two jobs while going to school to earn her General Education Development (GED) diploma. She built a family towing business with her second husband, Roger, who died of lung cancer in 1991. Minner began in politics by stuffing envelopes. She was elected governor of Delaware in November 2000, and again in 2004. As Governor, she worked tirelessly and with courage to improve health care and dramatically impact cancer rates.

Andy Miller, MSHE is vice president of programs and policy for the Lance Armstrong Foundation (LAF). He oversees the LAF's strategic direction and daily operations of the foundation's programmatic activities, including grants and partnerships, direct services for those affected by cancer, and implementation of the foundation's cancer policy platform. Prior to joining LAF, Andy directed the physician oncology education program, a joint project of the Texas Medical Association and the Texas Cancer Council. Andy also worked at the University of Florida (UF) as a health educator, coordinating patient education on a variety of health-related topics for a campus of more than 40,000 students. While at UF, he also served as director of the Campus Alcohol and Drug Resource Center and coordinated grants from the Fund for the Improvement of Post-Secondary Education.

Elmer Huerta, MD, MPH, is the director of the Cancer Preventorium at Washington Cancer Institute, Washington Hospital Center. Dr. Huerta founded the low-income prevention and screening clinic as a vehicle for reaching the Hispanic/Latino community. His involvement with the Spanish-speaking community began more than 20 years ago, when he began his nationally and internationally broadcast radio and television health programs. His popular radio program "Cuidando su Salud" (Taking Care of Your Health), has been nationally syndicated, and has become the only daily radio show produced and hosted by a Latino physician in the U.S.

John R. Seffrin, PhD, is the chief executive officer of the world's largest voluntary health organization devoted to fighting cancer - the American Cancer Society. Prior to being named the American Cancer Society's CEO in 1992, Seffrin was Professor of Health Education and chair of the Department of Applied Health Science at Indiana University. Seffrin is a preeminent leader of the international tobacco control movement. He led the creation of the National Center for Tobacco-Free Kids, serving as its initial Board Chair.

International F

Effective Partnerships, Communications, and Channels for Emergency Response: H1N1

Collaboration

Panelists

Katherine Lyon Daniel, PhD (Moderator)

Centers for Disease Control and Prevention

Tim Church

Director, Office of Communications, Washington State Department of Health

Marsha Vanderford, PhD

Centers for Disease Control and Prevention

Carlos Santos-Burgoa, MD, PhD

Secretariat of Health of Mexico

During the H1N1 event, CDC and public health partners assembled the evolving response efforts, including daily, around-the-clock communication to the public, policymakers,

stakeholders, and the media. The goals were to give up-to-the-minute updates about what we did and did not know, explain uncertainty, and communicate what we knew about how best populations could protect themselves in response to the H1N1 virus. Messages went out each day to help people take steps to protect their own health and that of their community. As we learned more, multiple sectors helped to guide the information to protect populations from the consequences of the epidemic.

This session includes panelists who can represent their H1N1 event experience from a state, CDC, and global perspective. Panelists in this session represent three sectors and their interactions throughout the peak event response time. They will bring a comprehensive perspective of the dynamic and comprehensive nature of health crisis communication efforts in general, and specifically their work with creating accurate and timely communications between key international public health professionals during the H1N1 response.

About the Panelists

Katherine Lyon Daniel is deputy director of the National Center for Health Marketing at the Centers for Disease Control and Prevention. She previously served as the associate director of communication science at the National Center on Birth Defects and Developmental Disabilities at CDC, where she directed the center's national communication activities and provided expertise in behavioral science research, health communication, and social marketing. Dr. Daniel's professional achievements include research and publication in the field of maternal and child health promotion, leading award-winning communication campaigns, and guiding research studies of behavioral risk populations. Her dissertation research at the University of California at Irvine in social ecology focused on communicating health risks to the U.S. Senate. She has participated in emergency response at CDC for several events, including Hurricane Katrina and H1N1.

Tim Church is the director of communications for the Washington State Department of Health and the immediate past president of the National Public Health Information Coalition (NPHIC). He oversees department communications including media relations, risk communications, publications, and Web content. He also has served as a public information officer for the Washington State Senate. Tim has an extensive journalism background. He graduated from Washington State University's Edward R. Murrow School of Broadcast Journalism and worked in television news for almost 15 years. Tim believes working with reporters and the public should always be seen as an opportunity to help people better understand what we do in public health and how it affects their daily lives.

Marsha Vanderford, PhD, is the director of CDC's Emergency Communication System (ECS) and chief of the Emergency and Risk Communication Branch (ERCB/DHCM/NCHM). As ECS director, Dr. Vanderford leads CDC's cross-agency emergency communication activities, ensuring consistency of CDC's messages with and leveraging outreach between CDC and its local, state, federal, and international partners. Prior to her work at CDC, Dr. Vanderford was professor, Department of Communication at the University of South Florida (USF), with a joint appointment in USF's College of Medicine. Dr. Vanderford came to CDC in 1999 to develop a campaign for health communications concerning diethylstilbestrol (DES) exposure that became CDC's *DES Update*. She served as acting associate director for CDC's Office of Communication 2003–2004, leading the application of communication spanning all of CDC. From 2005–2007 Dr. Vanderford served as the associate director for communication science in the National Center for Injury Prevention and Control.



Program Agenda (cont.)

Dr. Vanderford is author or co-author of articles and chapters in the *Health Promotion and Practice*, *Journal of Psychosocial Oncology*, *Health Communication Handbook*, the *Journal of Applied Communication Research*, *Health Communication*, *Journal of Health Communication*, the *Quarterly Journal of Speech*, the *Southern States Communication Journal*, *Health Communication in China*, *Biosecurity and Bioterrorism: Biodefense Strategy, Practice, and Science* and *Plastic and Reconstructive Surgery*, and *Morbidity and Mortality Weekly Report*.

Carlos Santos-Burgoa, MD, PhD is the general director for health promotion in Mexico's Federal Ministry of Health, where he was formerly general director for Environmental health and equity, and planning and development. As general director of health promotion, Dr. Santos-Burgoa and his team developed the health promotion component for pandemic influenza and played a major role in addressing the first wave of influenza A(H1N1) in Mexico. In addition, he managed the disaster health promotion interventions during the 2007 Tabasco Floods. Dr. Santos-Burgoa is a medical doctor trained at the National Autonomous University of Mexico. He obtained his Masters in public health and a PhD in environmental and occupational epidemiology from the Johns Hopkins School of Hygiene and Public Health. His professional interests include global health, longitudinal epidemiological research, health surveillance, risk assessment and analysis, the application of epidemiology to cost-effectiveness, health services and policy analysis, impact evaluation, and organizational change and development. Dr. Santos-Burgoa is an elected fellow of the National Academy of Medicine in Mexico and the American College of Epidemiology.

2:45 AM – 3:30 PM

POSTER SESSION II

Grand Ballroom D

3:30 PM – 5:00 PM

CONCURRENT BREAKOUT SESSIONS

Grand Ballroom D/E

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

The Use of a Strategic Framework to Drive Communications Planning: The Substance Abuse and Mental Health Service Administration (SAMHSA) Example

Abstract Type: 

Level: Intermediate

Shelly Burgess (Moderator)

Substance Abuse and Mental Health Services Administration, Rockville, MD

► **How SAMHSA Created a Strategic Communications Framework**

Mark Weber, MBA

Substance Abuse and Mental Health Services Administration, Rockville, MD

This presentation describes the creation of a strategic communications framework, a platform designed to align public health practice with SAMHSA's science-based communications and marketing approaches. The framework, used by agency staff, contractors, and partner organizations, assists in the communication of products and programs to diverse audiences. The framework's template, designed to create communication plans to advance program goals, evolved through a series of customer-driven feedback loops.

► **Using the Framework: Communicating about the SAMHSA Health Care Financing Initiative**

Thomas E. Backer, PhD

Human Interaction Research Institute, Encino, CA

This presentation describes a complex process of planning, implementing, and evaluating a strategic communications plan addressing behavioral health financing using SAMHSA's strategic communications framework. Process outcomes are discussed, including key messages, target audiences, use of media, partner engagement, successes, and challenges.

International Ballroom A/B TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Strategies for Evaluating “Real World” Campaigns

Abstract Type:  

Level: *Intermediate*

Shelly Spoeth (Moderator)

Spoeth Strategic Communications, Inc., Decatur, GA

► **Triangulating Data to Evaluate a Social Marketing Campaign—Promoting HIV Testing Among African American Women**

Abstract Type: 

Jennifer D. Uhrig, PhD¹, Kevin Davis, MA¹, Jami Frazee, PhD², Douglas Rupert, MPH¹, Joshua Goetz, BS¹, Shelly Spoeth, BA³, and Laura McElroy, BA²

¹*RTI, Research Triangle Park, NC*

²*Centers for Disease Control and Prevention, Atlanta, GA*

³*Spoeth Strategic Communications, Inc., Decatur*

To overcome challenges in evaluating a social marketing campaign promoting HIV testing, a multi-method evaluation that relied on triangulating results from market- and individual-level data sources was designed. By gathering and analyzing data from hotlines, Web sites, and advertising, along with conducting a Web-based randomized, controlled experiment on the basis of exposure to the campaign, the campaign messages were found to be efficacious under controlled conditions and had a significant impact on information-seeking behaviors related to HIV testing under real world conditions.

► **Evaluating the EX Campaign**

Abstract Type: 

Donna Vallone, PhD, Jennifer Duke, PhD, Kristen McCausland, MPH, Jennifer Cullen, PhD, MPH, and Jane Allen, MA

American Legacy Foundation, Washington, DC

On the basis of positive results from a four-city pilot evaluation in 2007—campaign awareness was associated with changes in some key beliefs related to quitting—the EX campaign, an evidence-based, branded, mass media smoking cessation campaign, was modified and expanded to the national level. By using evaluation methods, including a longitudinal panel study and a national online panel study, it was determined that the campaign has had a positive impact on quitting cognitions and behavior.



Program Agenda (cont.)

Grand Ballroom A/B

TRACK II: Health Disparities and Social Determinants of Health

Applying Audience-centric Media Strategies that Engage Culturally Diverse Audiences

Abstract Type: 

Level: *Fundamental/Intermediate*

Vicki S. Freimuth, PhD (Moderator)

University of Georgia, Athens, GA

► **Information-Seeking Behaviors and Internet Use Among Hispanics: Implications for Cross-Cultural Health Communication**

Level: *Fundamental*

Alison Marie Pilsner, MPH, CPH, Abdul R. Shaikh, PhD, MHSc, and Richard P. Moser, PhD
National Cancer Institute, Bethesda, MD

Find out how cultural differences such as ethnicity, language, and birth status (domestic and foreign born) among Latino and Hispanic audiences affect their information-seeking behaviors and how to apply this insight to Internet communication strategies.

► **The Use of Urban “Black” Radio to Effectively and Efficiently Disseminate Health Messages: The African American Women and Mass Media (AAMM) Pilot Campaign to Increase Breast Cancer Awareness and Mammograms**

Level: *Intermediate*

Ashani Johnson-Turbes, PhD¹, Ingrid J. Hall, PhD, MPH², Yasmine Zavahir, MHS¹, Ngozi Kamalu, MPH¹ and Elizabeth Hanniffy, MPH¹

¹*ICF Macro, Inc., Atlanta, GA*

²*Centers for Disease Control and Prevention, Atlanta, GA*

Presenters share how making campaign materials and selecting media channels that are culturally appropriate can be effective in combating breast cancer among African American women.

► **Developing a Social Marketing Campaign: Understanding the Health Information Channels Used by Asian Americans in New York City**

Level: *Intermediate*

Simona Kwon, DrPH, MPH¹, **Laureen Hom, MPH¹**, Jihyun Jinny Park², Shao-Chee Sim, PhD³, Nadia Islam, PhD¹, Chau Trinh-Shevrin, DrPH⁴, Mariano Rey, MD⁴ and Henry Pollack, MD¹

¹*New York University School of Medicine, New York, NY*

²*Korean Community Services of Metropolitan NY, Inc., New York, NY*

³*Charles B. Wang Community Health Center, New York, NY*

This presentation discusses the importance of identifying health information sources used by targeted communities and how they are key to determining dissemination channels for a culturally relevant, targeted campaign to raise awareness and address the multilevel factors that contribute to hepatitis B disparities in Asian American communities.

International Ballroom F TRACK III: New Frontiers—Trends and Technology

CDC and FDA Use of Social Media During the *Salmonella* Typhimurium Outbreak and Associated Peanut Product Recalls

Abstract Type: 

Level: Intermediate

Holli Seitz, MPH (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

▶ **FDA Use of Social Media in Response to the *Salmonella* Typhimurium Outbreak and Associated Peanut Product Recalls**

Sanjay J. Koyani, BA, MPH

U.S. Food and Drug Administration, Rockville, MD

This presentation describes the specific online communication strategies used by the Food and Drug Administration (FDA) and the Centers for Disease Control and Prevention (CDC) in their response to the recent national *Salmonella* Typhimurium peanut product recall. In addition, the lessons learned, tools, and resources available to engage new media channels to deliver key food safety information are discussed.

▶ **FDA Communication Strategy and Collaboration with CDC During the *Salmonella* Typhimurium Outbreak and Related Recalls**

Sue Challis

U.S. Food and Drug Administration, College Park, MD

This presentation demonstrates the progression and complexity of communications involved in the recent national *Salmonella* Typhimurium outbreak, an ingredient-driven event involving approximately 4,000 recalled products. In addition, she discusses how some new and conventional avenues of communications were used, including Widgets and Twitter applications.

▶ **Using Social Media to Reach Diverse Audiences in Response to the *Salmonella* Typhimurium Outbreak and Associated Peanut Product Recalls**

Erin Edgerton, MA

Centers for Disease Control and Prevention, Atlanta, GA

This presentation discusses how the best uses of social media often involve collaborations across different industries, organizations, and partners. The recent national *Salmonella* Typhimurium outbreak is used as a case study to provide examples of how diverse collaborations can be used to meet the needs of public health.



Program Agenda (cont.)

► **Content and Context Matter in Creating “Cues to Action” Messages Intended for Social Media Outlets**

Joanne Cox, MC, Christine E. Prue, MSPH, PhD, and Julie N. Smith, MBA
Centers for Disease Control and Prevention, Atlanta, GA

In light of the recent national *Salmonella* Typhimurium outbreak, this presentation describes how information inputs were used to strategize and shape messages by using key phases in the outbreak investigation and response. She describes how social media were used as part of the communication mix. Specific considerations for creating messages for social media outlets are discussed, including the use of cross collaboration, strategic message development, and social media tools to provide critical information to the public through a number of channels.

Grand Ballroom C

TRACK III: New Frontiers—Trends and Technology

Media Literacy Education: A Promising Approach for Prevention and Health Promotion

Abstract Type: 
Level: Intermediate

Jane D. Brown, PhD (Moderator)
University of North Carolina, Chapel Hill, NC

► **Media Detective: A New Media Literacy Substance Abuse Prevention Program**

Janis B. Kupersmidt, PhD and Tracy M. Scull, PhD
Innovation Research and Training, Durham, NC

The main purpose of this study was to create and evaluate a developmentally appropriate, highly interactive, commercially available, brief media literacy program for elementary school students for the purpose of substance abuse prevention. The findings suggest the critical importance of teaching media literacy skills to elementary school-aged children prior to and after early experimentation with alcohol and tobacco. In addition, dissemination and integration of evidence-based media literacy education into elementary school classrooms are discussed, particularly unhealthy, positive media messages about alcohol and tobacco products as a means of substance abuse prevention.

► **Media Literacy for Prevention: Results from the Field in Washington State**

Bruce E. Pinkleton, PhD
Washington State University, Pullman, WA

The Message Interpretation Process (MIP) model, which is based on social cognitive theory and expectancy theory, helped researchers identify some of the important steps young people take to make decisions concerning alcohol and tobacco use as they respond to media messages. Research findings demonstrate that theory-based media literacy interventions have important potential benefits for young people, resulting in stronger decision making and greater resistance to negative media messages.

► **Media Wise Families**

Lynda Bergsma, PhD

University of Arizona, Tucson, AZ

Media Wise Families, an 18-month pilot research project, is used to demonstrate that a health-promoting, media literacy intervention for families can increase family members' health-promoting media literacy skills and, thus, help ameliorate the influence of unhealthy media messages. Health-promoting media literacy education is a promising approach to prevention and should be incorporated into the armamentarium of health communication and marketing tools.

Cottonwood A/B

TRACK IV: Partnerships and Collaborations–Synergistic Relationships

A Global to Local Journey: Partnering for Pandemic Influenza

Abstract Type: 

Level: *Fundamental*

Kevin Lee Farris, MAEd (Moderator)

Oak Ridge Institute for Science and Education (ORISE), Oak Ridge, TN

► **A Global to Local Journey: Partnering for Pandemic Influenza, International Pandemic Workshops in Asia and South America**

Kevin Lee Farris, MAEd

Oak Ridge Institute for Science and Education (ORISE), Oak Ridge, TN

This presentation describes the implementation of a pandemic flu preparation program among partners in Asia and South America. Activities included the development of training materials, tool kits, and evaluations; on-site training for project management; and workshops for small- and medium-sized businesses. The program generated ongoing collaboration among public and private partners to facilitate preparation for a potential pandemic influenza event.

► **A Global to Local Journey: Partnering for Pandemic Influenza, Tabletop Exercises for Pandemic Influenza Planning**

Linda L. Hodges, MS

Oak Ridge Institute for Science and Education (ORISE), Oak Ridge TN

This presentation describes a series of tabletop exercises conducted to help prepare specific localities for the arrival of passengers with influenza-like illness. Activities included a walk-through of a collaborative response among the CDC and local and state public health agencies, medical facilities, airport/border/seaport administrations, emergency medical services, and police and fire departments. The tabletop exercises enabled each community's communicable disease emergency response stakeholders to work together to manage and respond to the arrival of a suspected highly pathogenic influenza event.



Program Agenda (cont.)

► **A Global to Local Journey: Partnering for Pandemic Influenza, Workshops on Community Partnerships for Pandemic Influenza Planning**

Kelly Linnea Williams, MPH, CHES

Oak Ridge Institute for Science and Education (ORISE), Oak Ridge, TN

This presentation describes a series of workshops seeking to develop community response to an influenza pandemic, in particular focusing on the implications for the local health care system. In the workshops, community officials, emergency responders, and health care workers and administrators explored scenarios involving large numbers of sick community members. They determined whether they would go to their primary care provider, the local hospital, stay at home, or go to an alternative care facility or site. The tools developed from the workshops represent useful resources for future pandemic flu preparation in local communities.

Dogwood A/B

National Cancer Institute Cosponsor Spotlight Session Bridging the Gap Between Evidence and Practice in a Coordinated Campaign to Reduce Disease Burden

Gary Gurian (Moderator)

Program Director, C-Change

Joseph N. Cappella, PhD

Annenberg School for Communication, University of Pennsylvania

Richard P. Moser, PhD

Research Psychologist, National Cancer Institute

Anthony Signorelli

Ad Council Project Leader for C-Change Communication Initiative

Bradford W. Hesse, PhD

*Chief of the Health Communication and Information Research Branch,
National Cancer Institute*

Cancer is the number one killer of Americans under the age of 85 but can be reduced significantly as a public health crisis simply by applying what is already known in prevention and early detection. However, in the current media environment, national progress against cancer and many other threatening health problems is routinely halted by conflicting messages, gaps between research and practice in health communication, and a lack of easily accessible data. The purpose of this session is to build an evidentiary bridge from communication research to communication practice. Bradford Hesse will give a data-driven picture of just how pervasive the mismatch is between health science coverage and public health recommendations for risk reductions. Joseph Cappella will offer his perspectives for using communication research to design effective messages for public health. Richard Moser will present a Web-based resource that provides a common platform of population-based data. Anthony Signorelli will describe the genesis of a campaign for the cancer community that gives four consistent and strategic targets of communication opportunity.

Thursday, August 13, 2009

7:00 AM – 8:00 AM CONTINENTAL BREAKFAST

8:00 AM – 9:30 AM SPECIAL SESSIONS

Grand Ballroom A/B **What is Communication and Marketing's Role in Changing Social Determinants of Health?**

Panelists

Doryn D. Chervin, DrPH (Moderator)

ICF Macro International

Mohan J. Dutta, PhD

Purdue University

W. Douglas Evans, PhD, MA

The George Washington University

Jeff Niederdeppe, Ph.D.

Assistant Professor, Cornell University

What is the relationship of social determinants of health, health disparities, and health equity? How does communication and marketing affect social determinants of health, reduce health disparities, and help achieve health equity? This supersession brings together thought leaders and practitioners in the field of communication and marketing with expertise in answering these questions for the field. A particular focus will be paid to the role of health communication and marketing as a vital strategy in achieving the 2020 Health Objectives of the Nation.

About the Panelists

Doryn D. Chervin is vice president of ICF Macro, where she oversees the public health research and evaluation practice area. Dr. Chervin manages multiple CDC evaluation projects to assess their ability to affect health disparities and address social determinants of health. For more than 30 years in community health practice, she has assessed prevention interventions, including communication and social marketing initiatives, for their impact on underserved and marginalized communities. In her recent work, she has looked at the intersection of communication, health, and poverty.

Mohan J. Dutta is professor of communication at Purdue University, where he teaches and conducts research in international health communication, critical cultural theory, poverty in health care, and public policy and social change. Currently, he serves as senior editor of the journal *Health Communication*, newsletter editor of the International Communication Association. His research examines marginalization in contemporary health care, health care inequalities, the intersections of poverty and health experiences at the margins, the mobilization of cultural tropes for the justification of neo-colonial health development projects, the meanings of health in the realms of marginalized experiences in highly underserved communities in the global South, and the ways in which participatory processes and strategies are organized in marginalized contexts to bring about changes in neo-colonial structures of global oppression and exploitation.



Program Agenda (cont.)

W. Douglas Evans is professor of prevention and community health, and of global health, and director of the public health communication and marketing program in the School of Public Health and Health Services at The George Washington University. Dr. Evans has 18 years of experience in prevention intervention research, program evaluation, and social marketing and communications research. He is currently a member of the Secretary of Health and Human Service's National Advisory Committee on Health Promotion and Disease Prevention (*Healthy People 2020*), and is an expert panel member for the health marketing and health communication review of the *Guide to Community Preventive Services*, and for the Office on National Drug Control Policy anti-drug campaign.

Jeff Niederdeppe is an assistant professor of communication at Cornell University. His research explores the effects of mass media campaigns and news coverage on health behavior and social policy. His research has been published in journals across many fields, including public health (e.g., *American Journal of Public Health*), social science (e.g., *Social Science and Medicine*), health policy (e.g., *The Milbank Quarterly*), and communication (e.g., *Journal of Communication*). Much of his work has focused on the effectiveness of large-scale anti-smoking campaigns in reducing smoking and promoting tobacco control policies. Recent projects have explored when and why media campaigns to promote behavior change are often less effective, sometimes equally effective, but rarely more effective among socioeconomically disadvantaged populations relative to more advantaged populations. He is also leading a 3-year project, funded by the Robert Wood Johnson Foundation and Cornell's Institute for Social Sciences, to develop and test persuasive message strategies aimed at raising awareness of and concern for social determinants of health and health disparities.

International F

Meeting the Challenge of New Media Applications in

Public Health Practice and Research

Panelists

Janice Nall (Moderator)

Susannah Fox

Associate Director, Digital Research, PewInternet

Kevin Bertram

President, Distributive Networks

Bob McKinnon

President, YELLOWBRICKROAD

Rapid advances in communication technologies, such as wireless devices and Web-based applications, are dramatically shifting the way that individuals seek and receive information, both nationally and internationally. The rapid evolution of the communication environment has enabled many consumers to transition from relatively passive recipients of information (i.e., target audience), to active participants in the information-exchange process. Although consumers are spending more time with media than ever before, their time is often distributed across multiple channels (e.g., media multitasking behaviors).

These emerging new media communication behaviors present public health practitioners and researchers with unique challenges. The evolving communication environment has increased the complexity of how we identify optimal ways to reach consumers with relevant and timely health information and assess the effects on health outcomes. This session discusses the ramifications of new communication technologies and emerging trends in social media for health communication practice and research.

About the Panelists

Janice R. Nall is director of the Division of eHealth Marketing at the Center for Disease Control and Prevention's National Center for Health Marketing. Ms. Nall is responsible for leading CDC communication technology efforts including the management of www.cdc.gov and CDC's other e-health and new media initiatives. Under Ms. Nall's direction, the CDC launched the revamped Web site with better features designed to create a more user-friendly site. In 2008, www.cdc.gov received the 2008 Best Practice Award from the Government Web Managers Forum. Ms. Nall has a broad range of communication technologies experience in the government sector, previously serving as Manager of the Usability Solutions Group at the General Services Administration's (GSA) Office of Electronic Government and Technology and as the Chief of Communications Technologies Branch for the National Cancer Institute.

Susannah Fox is an associate director of the Pew Research Center's Internet & American Life Project, an initiative of the Pew Research Center, a nonprofit, nonpartisan "fact tank" that provides information on the issues, attitudes and trends shaping America and the world. Support for the project is provided by The Pew Charitable Trusts. She also contributes to e-patients.net, a multi-author blog about health and health care. Prior to joining the project, she was the editor of the Web site for *U.S. News & World Report* and a researcher during the start-up phase of RealNetworks. Susannah graduated from Wesleyan University with a degree in anthropology.

Kevin Bertram is CEO of Distributive Networks, one of the most successful and esteemed mobile technology companies in North America. The company's mobile content management and delivery system enables innovative, customized mobile messaging solutions for clients across several industries. Distributive Networks' powerful mobile marketing program was utilized by the *Obama for America* campaign. Prior to founding Distributive Networks, Mr. Bertram served as CEO of a successful e-commerce company, as director of New Media with the Information Technology Association of America, and as the senior editor and Publisher of a Gen-X Webzine. In 2008, Kevin was elected to the Board of Directors for United for D.C., the charitable arm of D.C. United, and he is an active member of the Mobile Marketing Association and the elite MindShare program for D.C. area CEOs. He is a regular speaker about mobile technology at events including CTIA Wireless, the Mobile Marketing Forum, the New Media Congress, DC AdWeek, the National Sports Forum, PotomacTech Wire's Mobile Outlook 2008, MobileMonday, MoMeMo, and OffDeck USA.

Bob McKinnon is founder and president of YELLOWBRICKROAD, a company that designs social change through programming, communications, advocacy, and action. YELLOWBRICKROAD works on issues ranging from childhood obesity to climate change. They are proud to have partnered with change makers within the Robert Wood Johnson Foundation, the U.S. Centers for Disease Control and Prevention, The Clinton Foundation, National Geographic, Comedy Central, and many other organizations to help millions of Americans overcome obstacles on their way to a healthier and happier life. Most recently, Mr. McKinnon created and edited *Actions Speak Loudest: Keeping Our Promise for A Better World*, a collection of ideas, images, and actions designed to inspire us to keep our generational promise to leave the world a better place than the one we inherited. This collaborative effort features over thirty contributors and one hundred and thirty organizations. Additionally, he is the producer of the documentary film Remote Control,



Program Agenda (cont.)

which looks at the issue of children and the media through the lens of total media consumption and what it may be displacing in our children's lives. He has appeared on NPR's All Things Considered and been interviewed by the *Wall Street Journal*, *Washington Post*, and other media outlets on to comment on issues facing our country.

9:30 AM – 10:00 AM BREAK

10:00 AM – 11:30 AM CONCURRENT BREAKOUT SESSIONS

Cottonwood A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Applying Theories to Behavior Change Health Communication Campaigns

Abstract Type:  

Level: Fundamental/Intermediate/Advanced

Sameer Deshpande, PhD (Moderator)

University of Lethbridge, Canada

► **Risk Communication and Threat Literacy: When the Type of Threat Matters**

Abstract Type: 

Level: Intermediate

Stephanie K. Rubel, MPH and Carol Freeman

¹*Macro International, Atlanta, GA*

²*Macro International, Rockville, MD*

This presentation compares and contrasts health literacy and threat literacy, recognizes research findings that illustrate threat literacy challenges to risk communication, and identifies strategies for addressing threat illiteracy and functional literacy in risk communication.

► **Moving Beyond Beliefs and Attitudes: Influencing Teens' Intentions to Stay "Above the Influence"**

Abstract Type: 

Level: Advanced

Robert W. Denniston and **Ronne A. Ostby**

National Youth Anti-Drug Media Campaign, Washington, DC

On the basis of the "Above the Influence" national youth antidrug media campaign, which is managed by the Office of National Drug Control Policy (ONDCP), this presentation explains the role of behavioral intention in a message-based campaign, identifies the application of the media campaign's model and theories to its research practices and program development processes, and explains the factors that distinguish the media campaign's approach from public education or public information efforts.

► **What Women Know about HPV, Emergency Contraception, and Multivitamins: Communication Patterns and Preferences for Women's Health Issues**

Abstract Type: 

Level: *Fundamental*

Jenifer Kopfman, PhD and Merissa Ferrara, PhD

College of Charleston, Charleston, SC

On the basis of four theoretical perspectives (i.e., health belief model, theory of planned behavior, elaboration likelihood model of persuasion, diffusion of innovation theory), this presentation describes how college-aged women acquire and share health-related information, such as HPV, emergency contraception, and multivitamins. The responses of 237 students suggest that findings vary by topic and reference group.

Grand Ballroom D/E

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

The Use of Media in Public Health

Abstract Type:  

Level: *Intermediate*

James Alexander (Moderator)

National Cancer Institute, Bethesda, MD

► **Effective Media Practices: Insights and Perspectives of Journalists**

Abstract Type: 

Glen Nowak, PhD

Centers for Disease Control and Prevention, Atlanta, GA

Journalists are often seen as a critical link between the public health world and the public. Unfortunately, not all public health issues are of interest to the news media. It then becomes imperative that public health professionals have an understanding of news media, perceptions, interests, and needs in order to maximize media attention.

Drawing on findings from a 2008 organizational excellence assessment and recent surveys of health and science journalists, this presentation provides insight into the journalists' interest in different public health issues about effective media outreach and relations. These findings enable public health practitioners to implement and evaluate evidence-based media relations programs. In addition, it explores the characteristics of highly effective media relations programs and media relations Web sites.

► **Health Literacy Intervention for Media Relations**

Abstract Type: 

Jonathan T. Stemmler, MA

University of Missouri, Columbia, MO

In Missouri, low health literacy rates are a growing public concern. In order to establish health literacy as a relevant and meaningful topic among Missouri news reporters, the Health Literacy Missouri (HLM) project drew upon the Ozioma! model. By using this tailored, localized approach, HLM produced a series of news stories on health literacy



Program Agenda (cont.)

and its connection to other health topics. This presentation examines this strategy as a mechanism for disseminating public health information about health literacy through the media. Early results validate this health marketing approach, offering a better understanding of the characteristics of successful news stories, and demonstrating how a public health organization can use these techniques to expose journalists and their target audiences to more health information.

► **Do Death Threats, Message Sensation, and Smoking Cues Matter? Describing the Characteristics of Antismoking Advertisements Across Media Markets**

Abstract Type: 

Sherry Emery, PhD

University of Illinois at Chicago, Chicago, IL

Exposure to state-sponsored antismoking media campaigns is associated with lower smoking prevalence, increased quitting behavior, and reduced amounts smoked by remaining smokers. This presentation examines the characteristics of state-sponsored antismoking advertisements in the top 75 media markets in the United States and the effect on smoking status. Primary message, target audience, presence of quit-line information, message sensation, and other key characteristics are examined across the antismoking advertisements. By describing the trends and characteristics of antismoking advertisements across major markets, these findings contribute to a greater understanding of the antismoking advertisement characteristics and messages that are effective in reducing smoking rates.

Grand Ballroom A/B

TRACK II: Health Disparities and Social Determinants of Health

Insights and Strategies for Reducing Childhood Obesity by Using Cultural Communication, Branded Campaigns, and Community-based Social Marketing

Abstract Type: 

Level: Intermediate

Demetrius M. Parker (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **“Making Over” Obesity Campaigns and Initiatives: Engaging Contemporary Cultural Understandings and Practices**

Helene A. Shugart, PhD

University of Utah, Salt Lake City, UT

This presentation considers the following: Obesity campaigns and initiatives must acknowledge and be responsive to shifts in cultural understandings about the nature, causes, and appropriate solutions to obesity.

► **Branding Healthy Lifestyles: Outcomes of An Urban Obesity Prevention Campaign**

W. Douglas Evans, PhD

The George Washington University, Washington, DC

This presentation covers a case study about the effectiveness of *5-4-3-2-1 Go!*, a branded social marketing campaign led by the Consortium to Lower Obesity in Chicago Children (CLOCC <http://www.clocc.net>).

International Ballroom F

TRACK III: New Frontiers—Trends and Technology

User-Generated Media and Health Marketing: Empowering Users to Become Health Advocates

Abstract Type: 

Level: *Intermediate*

Holli Seitz, MPH (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **A User-Generated Health Communications Campaign Contest Among College Students**

Rachel Wynn, MPH, and Rachel E. Kachur, MPH

Centers for Disease Control and Prevention, Atlanta, GA

To connect with young adults, the Division of STD prevention (DSTDP) at CDC created the Collegiate STD Awareness Month Campaign Contest for 2008–2009. Student teams from participating historically black colleges and universities (HBCUs) and Hispanic-serving institutions (HSIs) developed STD awareness campaigns that employed new media and innovative approaches to reach students aged 18–25 years on their campuses and in the surrounding communities. The outcomes of this contest, including the winning entry, are discussed.

► **From Flickr to a Blogging Call to Action: User-Generated Content Lessons Learned From AIDS.Gov**

Jennie E. Anderson, MS¹, Miguel Gomez², Michelle Samplin-Salgado, MPH³ and Josie Halpern-Finnerty, BA¹

¹*Health Services Division, John Snow, Inc., San Francisco, CA*

²*U.S. Department of Health and Human Services, Washington, DC*

³*Health Services Division, John Snow, Inc., Boston, MA*

The HHS AIDS.gov Web site (<http://www.AIDS.gov>) is a leader in the use of new media tools to disseminate U.S. federal domestic HIV and AIDS information. Several of AIDS.gov's ongoing new media activities include hosting a blog (<http://blog.AIDS.gov>), maintaining social networking profiles (i.e., MySpace, Facebook, Twitter), developing a new media tool kit, and organizing national webinars. By sharing their experience commemorating the 20th World AIDS Day, AIDS.gov hopes to further the dialogue in the field and inform future campaigns intending to use user-generated content for health information.



Program Agenda (cont.)

► **Engaging Bloggers for Health Behavior Promotion: Methods and Measures**

Holli Seitz, MPH, Erin Edgerton, MA, Ann Aikin, MA, Heather Brink, MPH, Hollie Lawyer, MPH, and Janice Nall, MBA

Centers for Disease Control and Prevention, Atlanta, GA

This presentation identifies the methods and results of the most recent blogger webinar hosted by CDC. Data from a recent study are presented to demonstrate that leveraging user-generated media through blogger outreach is a valid form of message dissemination. This method can and should be further developed to reach health information seekers who turn to blogs and user-generated sources for health information.

Grand Ballroom C

TRACK IV: Partnerships and Collaborations–Synergistic Relationships

Partnerships to Reach the “Hard to Reach”

Abstract Type: 

Level: Intermediate

Martha Scherzer (Moderator)

Centers for Disease Control and Prevention, Atlanta GA

► **Cancer Health Promotion and the Filipino Community Cancer Collaborative (FCCC)**

Rachel J. Mesia, MPH¹ and Elizabeth Lam, BS²

¹*Stanford University, Stanford Cancer Center, Palo Alto, CA*

²*American Cancer Society, San Mateo, CA*

This presentation describes the Filipino Community Cancer Collaborative (FCCC) and how it draws on multidisciplinary partnerships and relationships to plan and implement cancer education and cancer health promotion activities targeting local Filipino communities in the San Francisco Bay area.

► **Motivational Interviewing Supporting Health Promotion Messages in a Multiagency Program to Provide Housing, Employment, Mental Health, and Substance Abuse Services to Chronically Homeless Persons**

Karen R. Stewart, MSPH

Health Studies, Westat, Rockville, MD

This presentation describes opportunities and challenges involved in the Chronic Homelessness Demonstration Program, which brought together local workforce development systems and permanent housing service organizations. Motivational interviewing was used with target populations as part of the overall intervention and was found to be an important vehicle for behavior change activities.

► **Voice Mail as an Information Network for Homeless Populations**

Steve P. Albertson, BA, MBA

Community Voice Mail National Office, Seattle, WA

Community Voice Mail (CVM) is a national nonprofit organization that provides free voice mail boxes to more than 40,000 homeless and low-income people in 47 U.S. cities. This

presentation describes a partnership between CVM and the U.S. CDC to inform clients and their agencies about the Salmonella outbreak related to tainted peanut products, recommending that they call the CDC information line to check their food against the product recall list.

Dogwood A/B

TRACK IV: Partnerships and Collaborations–Synergistic Relationships

Forming Partnerships to Influence Health Policy

Abstract Type: 

Level: Intermediate

Tiffany Fell (Moderator)

Centers for Disease Control and Prevention, Atlanta GA

▶ **Policy Advocacy: The Fifth “P” of Health Marketing**

Bryan Thomas Callahan, PhD

Ogilvy Public Relations Worldwide, Washington, DC

This presentation highlights the importance of building partnerships with scientific experts and advocacy organizations to influence policy makers at international, country, and local levels to adopt health innovations. To demonstrate the effectiveness of policy advocacy in a health marketing strategy, the *Prevention Now!* campaign for female condom use is discussed.

▶ **When Your Target Markets Are Lawmakers: How to Make Sure They Hear You**

Daphne Baille, MA

Treatment Alternatives for Safe Communities (TASC, Inc.), Chicago, IL

This presentation uses the example of the *Illinois Experience* campaign to show how public and private organizations, treatment providers, judges, individuals recovering from an addiction, and other concerned parties came together in a communication campaign targeting lawmakers and subsequently restored state funding for addiction prevention and treatment services.

▶ **Public or Private Partnerships Impact Policy and Improve Access to Care**

Mary Ann Phillips, MPH

Georgia State University, Atlanta, GA

The Georgia Health Policy Center (GHPC) serves as the administrative and research home for the Philanthropic Collaborative for a Healthy Georgia. This presentation describes the benefits of linking research to local philanthropic policy and resource allocation. In addition, it shows how combining the forces of private foundations, governments, and universities has created a nation public or private partnership model for health in the state of Georgia.



Program Agenda (cont.)

International A/B

Substance Abuse and Mental Health Services Administration

Cosponsor Spotlight Session

New Media: Opportunities, Challenges, and Strategies for Suicide Prevention in the New Age

Panelists

Eileen Zeller, MPH (Moderator)

Substance Abuse and Mental Health Services Administration

Karyl Chastain Beal

Parents of Suicides—Friends and Families of Suicides Internet Community

Amanda Lehner

National Suicide Prevention Lifeline 1-800-273-TALK

Kenneth Norton, LICSW

NAMI-NH, The National Alliance On Mental Illness

The Internet and other new media have redefined the way that people seek health information, find support, and form communities, resulting in health care organizations and social marketers needing to rethink how they use and engage new media. Everyday, Internet users post messages that warn of suicidal thoughts, help people at risk for suicide, and comfort those who are bereaved by the suicide of a loved one.

This panel reviews and discusses the challenges and opportunities that new media present for suicide prevention, intervention, and postintervention, including innovative case examples from a suicide prevention organization in New Hampshire, the largest and oldest e-mail group and Internet support community for people bereaved by suicide, and from SAMHSA's National Suicide Prevention Lifeline.

11:30 AM – 12:30 PM LUNCH

12:45 PM – 2:15 PM

CONCURRENT BREAKOUT SESSIONS

Cottonwood A/B

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Who Are You Trying to Reach? The Use of CDC's Audience Segmentation Research and Profiles to Better Understand Your Audiences

Abstract Type: 

Level: *Fundamental*

Lynn Sokler, BS (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **We May Be Older, But We Are Still Active: A Focus on Older Adults**

Laura Ours, MS

Centers for Disease Control and Prevention, Atlanta, GA

This presentation offers a detailed glimpse of the older adult population in the United States, an audience frequently targeted by public health practitioners. Findings from a compilation of secondary data revealed key characteristics about those often thought of as the "silent generation" and grandparents. The process used to determine these characteristics, a description of the characteristics, and how to apply them to your own health communications efforts are presented.

► **Culture Matters: A Focus on Mexican and Cuban Americans**

Demetrius Parker, BS

Centers for Disease Control and Prevention, Atlanta, GA

Cultural insights provide an additional glimpse into important audiences. By integrating cultural knowledge into audience segmentation processes, audiences can be organized and divided into smaller and more targeted groups. Because the United States is now the fourth largest Spanish-speaking country in the world, this presentation offers insights into two distinct audiences that are often categorized within the larger Latino and Hispanic markets and discusses the 10 fundamental elements of culture used in the public health sector.

► **83 Million Strong: A Focus on Moms**

Josh Petty, MBA

Centers for Disease Control and Prevention, Atlanta, GA

Mothers are an increasingly busy and diverse group with varying interests, values, and attitudes about health and wellness. However, there are similarities about how they consume information and whom they trust. By better understanding the nuances of mothers, one might have a chance to influence how the primary household decision maker spends \$2 trillion a year.



Program Agenda (cont.)

► **Wired: A Focus on Tweens and Teens**

Angela Ryan, BAJ

Centers for Disease Control and Prevention, Atlanta, GA

Tweens and teens are the most ethnically diverse generation in the United States ever, and they have unprecedented access to technology and information. Although it may seem that tweens and teens are similar, they have distinct differences. Role models, key influencers, and technology patterns are discussed for both groups, offering a view into the generation that controls \$40 billion in purchasing power and influences tens of billions of dollars in family buying decisions. They are also challenged with some of the toughest health decisions of their lives during these years.

Grand Ballroom D/E

TRACK I: Health Marketing: Nuts, Bolts, and Beyond

Focusing on Providers by Using Social Marketing to Influence Health Care Provider Behavior

Abstract Type: 

Level: Intermediate

Richard Dixon, MD (Moderator)

Centers for Disease Control and Prevention

► **A Social Marketing Approach to Increasing Rates of Influenza Vaccinations Among Health Care Workers in Rhode Island**

Linda M. TetuMouradjian, RN, Robert Marshall, PhD and John Fulton, PhD, and Stacie Hogan

Rhode Island Department of Health, Providence, RI

Through focus groups and a Web survey of more than 800 nursing staff, the Rhode Island Department of Health used a social marketing approach to determine how to communicate to its workers about annual influenza vaccinations (AIV). Because health care workers may unintentionally transmit influenza to high-risk elderly patients, increasing AIV rates among health care workers is an important health behavior. Through its research, the Rhode Island Department of Health was able to identify barriers to voluntary AIV among health care workers that guided effective interventions and avoided a regulatory approach.



► **Marketing Community-based Arthritis Self-Management Programs to Primary Care Practices: Results from Qualitative and Quantitative Audience Research**

Teresa J. Brady, PhD¹, Simani Price, PhD², Colleen Ryan-Leonard, MS², Pam Eidson, M, Ed³ and Terry Savage, MS²

¹ *Centers for Disease Control and Prevention, Atlanta, GA*

² *Westat, Rockville, MD*

³ *Directors of Health Promotion and Education, Decatur, GA*

Research findings demonstrate that people with arthritis expect to learn about community resources from their primary care practitioners (PCPs), but they rarely do. In addition, PCPs are largely unaware of appropriate arthritis community programs. By using a multimethod approach (e.g., in-depth interviews, survey) to better understand primary care practitioners (e.g., physicians, nurse practitioners, physician assistants) and practice managers' barriers to communications, CDC was able to determine how to inform primary care practitioners of the availability of evidence-based community programs, and how to facilitate the practitioner recommendation of these programs to their patients. Specific details of the research are discussed.

► **Improving Opioid Prescribing in Carteret County, North Carolina**

Gwen Littman, MD¹, David Ames², MD, Mary Crozier, PhD³, Sara McEwen, MD, MPH⁴, and Robert E. Coles⁵

¹ *Lumina Wellness Inc., Beaufort, NC*

² *Eastern North Carolina Council on Substance Abuse, Greenville, NC*

³ *School of Rehabilitation Studies, East Carolina University, Greenville, NC*

⁴ *Governor's Institute on Alcohol and Substance Abuse, Raleigh, NC*

⁵ *Carteret County Medical Society, Morehead City, NC*

Doctors and other prescribers play a central role in the opioid problem and in potential solutions. Two-thirds of addicts see a prescriber every 6 months and 50%–70% of teens obtain opioids (indirectly) from licensed prescribers. To aid in this issue, a community-wide educational campaign was implemented and followed by a key prescriber intervention. The prescriber intervention was developed and delivered through a "Safer Opioid Prescribing" CME course and through individual contacts with prescribers. The results indicated that a multilayered, collaborative approach that uses targeted marketing techniques and local resources improves the success of professional educational interventions.



Program Agenda (cont.)

Grand Ballroom A/B

TRACK II: Health Disparities and Social Determinants of Health

Innovative Approaches to Bridge the Complex Relationships Among Society, Culture, and Health

Abstract Type:  

Level: Intermediate

Donna Vallone, PhD, MPH (Moderator)

American Legacy Foundation, Washington, DC

► **Where Health Starts: Communicating the Complexities of Social Determinants with Common Language**

Abstract Type: 

Ann Christiano, MA¹, Drew Westen, PhD², and Robert McKinnon, MA³

¹*Robert Wood Johnson Foundation, Princeton, NJ*

²*Westen Strategies, Atlanta, GA*

³*YELLOWBRICKROAD, New York, NY*

By designing conscious messages that elicit unconscious responses, the presenters explore an approach that applies the scientific and strategic use of emotion in developing health marketing and communication interventions.

► **Descriptive Analysis of Retail and Wholesale Health Information Channels for the Uninsured**

Abstract Type: 

Sergey Sotnikov, PhD

Centers for Disease Control and Prevention, Atlanta, GA

This presentation illustrates more about the differences in information channels used by the insured and uninsured and how those channels are prioritized for more effective engagement of these audiences.

► **Translating to Spanish Is Not Enough: The Use of Formative Research to Design a Culturally Appropriate Radio Novella to Decrease Unintended Pregnancies**

Abstract Type: 

Connie Kohler, Dr, PH¹, Shelly Campo, PhD², Natoshia M. Askelson, MPH, PhD², Juan Manual Galvez-Ibarra, MA² and Esperanza Pintor Martinez, BA²

¹*University of Alabama at Birmingham, Birmingham, AL*

²*University of Iowa, Iowa City, IA*

Life proves stranger than fiction when designing an entertainment education health intervention. Real circumstances are effectively applied to a radio novella program with direction from the target audience.

International Ballroom F TRACK III: New Frontiers—Trends and Technology

The Emerging Role of New Technologies in Public Health

Abstract Type:  

Level: Fundamental

James B. Weaver, III, PhD, MPH (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **Personal Wireless Devices: Prevalence of Use and Viability as a Health Promotion Channel**

Abstract Type: 

Darren Mays, MPH and James B. Weaver, III, PhD, MPH

Centers for Disease Control and Prevention, Atlanta, GA

This presentation examines population-level characteristics of personal wireless device (PWD) (i.e., cellular phones, portable media players, smart phones) users. In addition, by using an innovative data-fusion approach, ways in which PWDs may be effectively employed for health promotion and disease prevention activities is explored.

► **Social Media Use in the United States: Implications for Health Communication**

Abstract Type: 

Wen-ying Sylvia Chou, PhD, MPH, Yvonne Hunt, PhD, MPH, Richard Moser, PhD and Bradford Hesse, PhD

National Cancer Institute, Bethesda, MD

This presentation reports evidence from the 2007 Health Information National Trends Survey (HINTS), indicating that the recent growth of social media is not uniform across age groups. Moreover, among Internet users, social media are penetrating the U.S. population independent of education, race, ethnicity, or health care access.

► **Using SMS Text Messages to Reach Youth with Sexual Health Information**

Abstract Type: 

Deborah K. Levine, BSW, MA

ISIS, Inc., Oakland, CA

This presentation describes outcomes from the SexInfo Text Messaging Campaign, launched in 2006 by Internet Sexuality Information Services (ISIS) and the San Francisco Department of Public Health (SFDPH), to provide youth with medically accurate information on STIs, HIV, and pregnancy as well as referrals for free sexual health services.



Program Agenda (cont.)

► **Integrating Web-Assisted Tobacco Interventions (WATI) and Social Networking: Developing Smoking Resources for Women and Pregnant Women**

Abstract Type: 

Ami L. Hurd, MPH¹, Yvonne Hunt, PhD, MPH², Mary Schwarz³ and Erik M. Augustson, PhD, MPH²

¹ *Tobacco Control Research Branch, NCI/SAIC-Frederick, Bethesda, MD*

² *Tobacco Control Research Branch, National Cancer Institute, Bethesda, MD*

³ *MMG, Rockville, MD*

This presentation details the content on social networking sites targeting pregnant women, including pregnant smokers, and explores the feasibility of integrating social media/networking features with existing Web-assisted tobacco interventions (WATI) as a strategy for optimizing their reach and impact.

Grand Ballroom C

TRACK III: New Frontiers—Trends and Technology

Issues, Challenges, and Solutions for Expanded Media Monitoring in the 21st Century: Auto-INFORM

Abstract Type: 

Level: *Intermediate*

Alan Janssen, MSPH (Moderator)

Centers for Disease Control and Prevention, Atlanta, GA

► **Auto-INFORM: Rapid, Large-Scale, and Precise Media Monitoring**

John M. Pierre, PhD, MBA, BS

Linguastat, Inc., San Francisco, CA

Auto-INFORM uses natural language processing technology to provide “machine understanding” of the syntax, grammar, and semantic structure of article texts. This allows the system to find and track highly targeted media messages and provide analysts and decisions makers with actionable results to support situational awareness, trend analysis, geospatial analysis, and information discovery without manual data processing. This portion of the panel discussion delves into the innovations that enable Auto-INFORM to meet the challenges of large-scale media monitoring.

► **A Case Study: Using Auto-INFORM to Analyze Traditional and Nontraditional Vaccine Safety Media Stories**

Eileen Haag, MEd

Oak Ridge Institute for Science and Education, Oak Ridge, TN

Auto-INFORM reports, Excel data output, counts, and MetaScores were analyzed to determine the most important categories and messages mentioned both in traditional new sources and blogs. Strategies for conducting media analysis by using Auto-INFORM, and the lessons learned and recorded for future special request tasks, are presented and discussed.

► **Addressing the Vaccine Challenge by Using Expanded Media Monitoring**

Alan Janssen, MSPH

Centers for Disease Control and Prevention, Atlanta, GA

This session recaps the performance of Auto-INFORM and provides examples of how Auto-INFORM was used to identify vaccine safety issues in traditional news sources and blogs. Auto-INFORM was also used to monitor programmatic efforts to measure later season vaccination efforts and a rapid media analysis of an emerging news story—the recent vaccine court decision. In addition, the ongoing analyses of Twitter is discussed.

Dogwood A/B

TRACK IV: Partnerships and Collaborations—Synergistic Relationships

Partnerships Blending New and Traditional Media for Communicating About Physical Activity

Abstract Type: 

Level: *Intermediate*

Kathleen A Loughrey, MPH, MSM (Moderator)

U. S. Department of Health and Human Services, Rockville, MD

► **HHS Promotes the 2008 Physical Activity Guidelines for Americans by Using New and Traditional Media**

Suzanne Hurley Zarus, MA

Centers for Disease Prevention and Control, Atlanta, GA

This presentation focuses on the message goals of an HHS partnership among the Office of Disease Prevention, the President’s Council, and CDC; the types of messages the media ultimately delivered; and the audiences reached for the introduction and dissemination of the *2008 Physical Activity Guidelines for Americans*.

► **Collaborative Media and Partnership Strategies for Promoting Physical Activity to Americans**

Kathleen A. Loughrey, MPH, MSM

U. S. Department of Health and Human Services, Rockville, MD

HHS successfully used media and partnership strategies to promote the *2008 Physical Activity Guidelines for Americans* by using the “Be Active Your Way” umbrella message and health literacy principles in developing educational materials. In this presentation, Kathleen Loughrey describes the major communication strategies used to communicate the *2008 Physical Activity Guidelines for Americans*, including communication to media, stakeholders, and consumers.

► **Social Networking for Promoting Physical Activity**

Ana Tellez, BS,

U.S. Department of Health and Human Services, Rockville, MD

The “Be Active Your Way” online community is a pilot implementation of an online community site developed as part of a research and development project. This presentation describes the intent and initial outcomes of this supporter network and discusses potential scalability and application to other public health activities.



Program Agenda (cont.)

2:30 PM – 4:00 PM

CLOSING PLENARY

Grand Ballroom D/E

Introduction of Speaker

Lenora E. Johnson, MPH

*Director, Office of Communications and Education
National Cancer Institute*

Closing Keynote Presentation

Communicating Through the Clutter: Experiences from Discovery Health Channel

John Whyte, MPH

*Chief Medical Officer
Vice President, Continuing Medical Education
Discovery Health*

Poster Session I

Wednesday, August 12, 2009

9:30 AM – 10:15 AM

- Richard A. Austin** **An Axial Model for Knowledge Translation: Building Complexity Into Design**
Stephen H. Linder, PhD, Richard A. Austin, MA, and Amy T. Beaven, MPA
University of Texas, Houston, TX
- Robert W. Bailey** **Evaluating the Success of Web Sites: Usability Testing and Usability Metrics**
Robert W. Bailey, PhD
Computer Psychology, Inc., Sandy, UT
- Sara Bedrosian** **Communicating Public Health Genomics on the Internet: A Newly Reorganized CDC Web Site Designed to Meet the Needs of Targeted Users**
Sara Bedrosian BA¹, L Durand, A Wulf, A Charles, L Williams, and J St. Pierre
¹ *McKing Contracting, Centers for Disease Control and Prevention, Atlanta, GA*
² *Centers for Disease Control and Prevention, Atlanta, GA*
- Gregory W. Beets** **Fight HIV: A Social Marketing Response to the HIV/AIDS Disparity Among African Americans in Dallas**
Gregory W. Beets, MA
Texas Department of State Health Services, Austin, TX
- Tashi Chodon** **Epilepsy Outreach in Rural and Medically Underserved Areas**
Tashi Chodon, BSN, MPH¹, Valerie Hill, MPH¹ and Deanna McPherson, MPH, CHES²
¹ *Epilepsy Foundation, Landover, MD*
² *Health Resources and Services Administration, Rockville, MD*
- Wen-ying Sylvia Chou** **The Use of YouTube for Sharing Personal Stories: An Analysis of Cancer Survivor Narratives**
Wen-ying Sylvia Chou, PhD, MPH, Yvonne Hunt, PhD, MPH and Augustson Erik, PhD, MPH
National Cancer Institute, Bethesda, MD
- Melissa C. M. Crespo** **Social Marketing as a Public Relations Approach to Prevent Violence Risk Behaviors Among Preadolescents In Puerto Rico**
Melissa Cristal Mercado Crespo, MSc, MA¹, Wanda DelToro, PhD¹, Margarita R. Moscoso Alvarez, PhD² and Mayra L. Vega Gerena, MPHE²
¹ *University of the Sacred Heart, San Juan, PR*
² *University of Puerto Rico, San Juan, PR*
- Sameer Deshpande** **Competitive Analysis in Social Marketing**
Sameer Deshpande, PhD¹ and Sharyn R. Rundle-Thiele, PhD²
¹ *University of Lethbridge, Lethbridge, AB, Canada*
² *Griffith University, Nathan, Australia*



Poster Session I (cont.)

- Emily R. Eisenberg** **Adding Power to Our Voices: CDC's Injury Center Collaboration with Partners to Communicate about Injury Messages**
Emily R. Eisenberg, BA, MSJ
Quantell Inc., Centers for Disease Control and Prevention, Atlanta, GA
- Linda Fleisher** **Preliminary Usage Patterns from an Ongoing Prospective Pilot Study Involving Early-Stage Prostate Cancer Patients Using a Web-based Decision-Making Aid**
Linda Fleisher, MPH, PhD (c) and Venk Kandadai, MPH
Fox Chase Cancer Center, Cheltenham, PA
- Robert Forbus** **Scale Back Alabama: A Mixed Methods Evaluation of 3 Years Worth of Health Marketing in a Statewide Weight-Loss Intervention**
Robert Forbus, MA
University of Connecticut, Storrs, CT
- Vicki S. Freimuth** **Assessing the Viral Transmission of HIV Mobile Media Messages**
Vicki S. Freimuth, PhD¹, Leslie B. Snyder, PhD², P. Gayle Nadorff, MA² and Shelly Hovick, PhD (c)
¹*University of Georgia, Athens, GA*
²*University of Connecticut, Storrs, CT*
- Daniela B. Friedman** **"We're Not That Difficult to Figure out!" Marketing a Physical Activity Program to Middle-Aged and Older African American Men: A Formative Research Study**
Daniela B. Friedman, PhD, Ericka L. Burroughs, MA, MPH, Carol E. Rheaume, MSPH, Anna Feeney, MPH, Mary Ellen Suitt, BA, Sara Wilcox, PhD and Steven P. Hooker, PhD
University of South Carolina, Columbia, SC
- Mugur V. Geana** **The Digital Divide and Self-Reported Health Information Needs and Usage**
Mugur V. Geana, MD, PhD¹, and Allen, K. Greiner, MD, MPH²
¹*University of Kansas, Lawrence, KS*
²*University of Kansas, Kansas City, KS*
- Tavis Glassman** **Health Communication Strategies to Reduce High-Risk Drinking Among College Students**
Tavis Glassman, PhD
University of Toledo, Toledo, OH
- Su-I Hou** **Developing and Validating a Belief Inventory On eHealth Communication (eHealth-BI) Among Chinese Adults**
Su-I Hou, DrPH, CPH, CHES, RN
University of Georgia, Athens, GA
- Marian Huhman** **Evaluation of the VERB Campaign's Influence On Children's Physical Activity, 2002-2006**
Marian Huhman, PhD¹, Judy Berkowitz, PhD², Stephen W. Banspach, PhD³ and Faye L. Wong³
¹*University of Illinois Urbana Champaign, Urbana, IL*
²*Agency for Toxic Substances and Disease Registry, Atlanta, GA*
³*Centers for Disease Control and Prevention, Atlanta, GA*

- José David Laínez Kafati** **Don't Wait 'til It Hurts: Using Qualitative Research for Workplace Safety and a Health Campaign Targeting Residential Construction Workers**
 José David Laínez Kafati, MA and Heidi Hudson MPH
National Institute for Occupational Safety and Health, Cincinnati, OH
- Stacey E. King** **Operation Potter: Increasing Outreach Readiness for Emergencies Through Social Marketing**
 Stacey E. King, MS¹, Suzy Feinberg, MPH¹, Charles Ishikawa, MSPH¹, Louise Rice, RN¹, Lynn Schoeff, MEd, LCSW¹ and Garrett Simonsen, MSPS²
¹Cambridge Public Health Department, Cambridge, MA
²Derry Public Health Bureau, Derry, NH
- Christopher John Koch** **Social Media in the Social Ecology**
 Christopher John Koch, BA, MFA and Kathleen Marie Souder, BA,
Banyan Communications, Saint Charles, MO
- Connie Kohler** **Body Love: The Impact of Targeted Radio Educational Entertainment on Health Knowledge, Attitudes, and Behavior Among African Americans**
 Naomi E. Chen, MPH (c) Connie Kohler, DrPH, Julie Crumly, DrPH and Jeralyn Powell, MPH (c)
University of Alabama at Birmingham, Birmingham, AL
- Mia Liza A. Lustria** **Short-Term Results of a Randomized Controlled Trial Testing the Effects of Tailored Health Education on Comprehension and Elaboration**
 Mia Liza A. Lustria, PhD, Juliann Cortese, PhD, Ivey Rosario, MEd, Casey McLaughlin, BS, Sarah Redmond, MS and Rachel Thornton, BS
Florida State University, Tallahassee, FL
- Mia Liza A. Lustria** **Short-Term Results of a Randomized Controlled Trial of a Reminder System for Breast Cancer Screening Tailored for Rural, Underserved Populations**
 Mia Liza A. Lustria, PhD¹, Robert L. Glueckauf, PhD¹, Robert Hawkins, PhD², Ebrahim Randeree, M.S.¹, Michelle Kazmer, PhD.¹, Curtis Stine, MD¹, Ivey Rosario, MEd¹, Amelia Anderson, MLS¹, Casey McLaughlin, BS¹ and Sarah Redmond, MS¹
¹College of Information, Florida State University, Tallahassee, FL
²University of Wisconsin-Madison, Madison, WI
- Diane P. Martin** **Evaluation Results from a Tailored Dissemination of a Purchaser's Guide to Clinical Preventive Services to Large U.S. Employers**
 Diane P. Martin, PhD¹, Gayle Garson, EdD¹, Lydia Andris, MA¹ and Kathryn E. Phillips, MPH²
¹University of Washington, Seattle, WA
²Qualis Health, Seattle, WA
- Deborah A. OMalley** **Viewing Format Moderates Attention to Physical Activity Promotion Advertisements**
 Deborah A. OMalley, MSc (c), Candidate and Amy E. Latimer, PhD
Queen's University, Kingston, ON, Canada



Poster Session I (cont.)

Wendy Opsahl

Translating Journalspeak: Repackaging Health Research Findings to Promote Knowledge-Driven Policies and Programs

Wendy Opsahl, MA
University of North Dakota, Grand Forks, ND

Linda Parreco

Aware for All: NIH Collaboration in a Clinical Research Awareness Day

Annette Galassi, RN, MA, ANP¹, Jill McNair, BA² and Linda Parreco, RN, MS¹
¹*National Cancer Institute, Rockville, MD*
²*Center for Information & Study on Clinical Research Participation, Doylestown, PA*

Michael Peterson

Cost-Effectiveness Analysis of a Statewide Physical Activity Marketing Campaign

Michael Peterson, EdD
University of Delaware, Newark, DE

Alison Marie Pilsner

Information-Seeking Behaviors and Internet Use Among Hispanics: Implications for Cross-Cultural Health Communication

Alison Marie Pilsner, MPH, CPH, Abdul R. Shaikh, PhD, MHSc and Richard P. Moser, PhD
National Cancer Institute (NIH), Bethesda, MD

Ruth Rechis

Health Information Needs: Results from the LIVESTRONG Survey for Post-Treatment Cancer Survivors

Ruth Rechis, PhD and Katherine Shaw, MS
Lance Armstrong Foundation, Austin, TX

Michael J. Rovito

Tailoring Messages to Promote Testicular Self-Examination (TSE): A Control Identity Analysis

Michael J. Rovito, PhD (c)
Temple University, Philadelphia, PA

Connie F. Smith

HERSTory: Georgia's Response to Addressing Increasing HIV/AIDS Infection Among African American Women

Connie F. Smith, BA
Georgia Department of Human Resources, Atlanta, GA

Purvi Kobawala Smith

Family Practice Perspective on Sleep Disorder Educational Needs

David Neubauer, MD¹, Stephen Brunton, MD², Purvi Kobawala Smith, MS, MPH³ and Rachel DiPaolo³
¹*Johns Hopkins University School of Medicine, Baltimore, MD*
²*University of North Carolina, Chapel Hill, NC*
³*Health and Wellness Education Partners, Ramsey, NJ*

Brooke Weberling

The "Talk to Your Kids" Campaign: Developing Theory-based Messages Targeting Parents of Early Adolescents About Underage Drinking

Brooke Weberling, MS, Matthew Avery, MPH, Jessica A. Kadis, MPH and Kevin Wu, MPH
University of North Carolina at Chapel Hill, Chapel Hill, NC

Cheryl Wiese

What Appeals to You? Using Social Marketing in Invitation Letters to Attract Participants to Research

Cheryl Wiese, MA
Group Health Center for Health Studies, Seattle, WA

Mindawati Wijaya

Healthy Behaviors and Barriers of Physical Activity Among Singapore Children and Youths: An Exploratory Study

Mindawati Wijaya, B. Comm. Studies, May O. Lwin, PhD and Yin-Leng Theng PhD
Nanyang Technological University, Singapore

Rebecca Faye Wilson

Perceived Barriers to Community Health and Health Promotion Among African American Members of a Rural Community

Rebecca Faye Wilson, MPH, CHES
Health Resources & Services Administration, Rockville, MD

Amy Yu

Empowering High School Youth to Be Leaders in Eliminating a Major Health Disparity in the United States

Amy Yu, BAS, Alena J. Groopman, MHS, Stephanie D. Chao, MD and Samuel So, MD, FACS
Stanford University, Stanford, CA

Emily Yu

Motivating Women to Address Risk Factors for Heart Disease by Creating an Online Community with Customized Social Media Tools

Emily Yu, BS and Kristin Foster
Ogilvy Public Relations Worldwide, Washington, DC



Poster Session II

Wednesday, August 12, 2009

2:45 PM – 3:30 PM

Joanna K. Barbour

Planning a Unique and Useful Bullying Prevention Resource: Practical Help for Middle School Principals

Joanna Konschak Barbour, BA
Gallup, Washington, DC

Marie Rachel Carter

Electronic Marketing and Implementation Support for a Public Health Program

Marie Rachel Carter, MPH¹, Geri Dino, PhD², Bill Blatt, MPH³, Melissa Taylor, MA², Jessica Lazar, MALS³, Kimberly Horn, EdD, MSW² and Eduardo Simoes, MD, MSc, MPH⁴

¹Northrop Grumman, Centers for Disease Control and Prevention, Atlanta, GA

²Community Medicine, West Virginia University, Morgantown, WV

³American Lung Association, Washington, DC

⁴Centers for Disease Control and Prevention, Atlanta, GA

Chien-fei Chen

The Role of Interpersonal Communication in the Transmission of Group Norms for Drinking

Chien-fei Chen, PhD (c)
University of Tennessee, Knoxville, TN

Sheetal Chhotu-Patel

Coping: Designing a Social Marketing Campaign for Parents of Children with Eating Disorders to Increase Caregiver Help-Seeking Behavior for Their Own Mental Health

Sheetal J. Chhotu-Patel, MA¹, Autumn Shafer, MA¹, Nancy L. Zucker, PhD², Cynthia M. Bulik, PhD¹

¹University of North Carolina, Chapel Hill, NC

²Duke University, Durham, NC

T.C. Kelvin Choi

Adolescent Awareness of Indoor Tanning Advertisements: Implications for Health Communication

T.C. Kelvin Choi, MPH, DeAnn Lazovich, PhD, Jean Forster, PhD, MPH, and Brian Southwell, MA, PhD

University of Minnesota, Minneapolis, MN

Alison R. Daub-Sychra

Web-based Health Communication Strategies to Facilitate Access to Social Support

Kristen D. Holtz, PhD, Alison R. Daub-Sychra, BSH and Eric C. Twombly, PhD
KDH Research & Communication, Atlanta, GA

John C. Davis

Live Like Your Life Depends On It Consumer Education Campaign

John C. Davis, BS
Missouri Department of Health and Senior Services, Jefferson City, MO

Alycia Downs

Formative and Summative Evaluation for Pandemic Influenza Information

Alycia Downs, MPH, and Dahna Batts
Centers for Disease Control and Prevention, Atlanta, GA

- William Evans** **From Advertising to Zoonosis: Systematic Reviews as Planning and Strategy Resources in Health Communication Campaigns**
William Evans, PhD
University of Alabama, Tuscaloosa, AL
- Linda Fleisher** **Questions and Challenges Regarding Participant Use in Web-based Research**
Linda Fleisher, MPH, PhD, (c)¹, Venk Kandadai, MPH¹, David S. Weinberg, MD² and Eileen Keenan, MA²
¹*Fox Chase Cancer Center, Cheltenham, PA*
²*Fox Chase Cancer Center, Philadelphia, PA*
- Frederick Fridinger** **Developing Campaign Guidelines with Community Guide Literature**
Frederick Fridinger, DrPH, MS, BS, Lynn Sokler, BS, BS, Cynthia Baur, PhD, Kymber Williams, MS, Maggie Labre, PhD, MPH and Robin Soler, PhD
Centers for Disease Control and Prevention, Atlanta, GA
- Lisa Gilbert** **Can Health Communicators Make a Picture Worth 1,000 Words?**
Lisa Gilbert, PhD
American Social Health Association, Research Triangle Park, NC
- Tanisha S. Grimes** **“Reaching the Relocating:” Lessons Learned from Recruitment Strategies of Relocating Public Housing Residents into a Biobehavioral HIV Risk Study**
Tanisha S. Grimes, PhD, MPH, CHES, Loida E. Bonney, MD, MPH, Tyrrell Jenkins, MPH, Chigozirim N Izeogu, MPH and Hannah Cooper, ScD
Emory University, Atlanta, GA
- Laurie B. Hartjes** **The Role of Feedback in a Web-based Game Targeting Malaria Risk-Reduction Decision Making**
Laurie B. Hartjes, MS and Linda Baumann, PhD
University of Wisconsin-Madison, Madison, WI
- Tanya Headley** **Using MySpace to Reach Firefighters with Health and Safety Information**
Tanya Headley, MS and Virginia Sublet, PhD
National Institute for Occupational Safety and Health, Morgantown, WV
- Jill Herzog** **Real Warriors. Real Battles. Real Strength. Developing a Campaign to Combat Stigma Surrounding Mental Health Treatment in Military Culture**
Jill Herzog, BA
Booz Allen Hamilton, McLean, VA
- Bisi F. Jackson** **Text Messaging to Protect the Public’s Health**
Bisi F. Jackson, MPH, Jessamyn Ressler-Maerlender, MPH, and Stacey Thalken, MSLS
Centers for Disease Control and Prevention, Atlanta, GA



Poster Session II (cont.)

- Darcia Johnson** **Make New Partners, But Keep the Old: Using a National Health Observance Week to Maintain Partnerships and Recruit New Partners**
 Darcia Johnson, BA¹, Brandi Jordan, MPH¹, Karen Werner, PhD, Health² and Alison R. Patti, MPH¹
¹Centers for Disease Control and Prevention, Atlanta, GA
²Oak Ridge Institute for Science and Education, Oakridge, TN
- Farah B. Kauffman** **Effectively Reaching Children and Families in Pennsylvania with an Obesity Prevention Message**
 Farah B. Kauffman, MPH
 Pennsylvania State University, Hershey, PA
- Susan D. Kirby** **Beer Pong, PubGolf, and Drinking Scrabble**
 Susan D. Kirby, DrPH, MPH¹, Howard B. Moss, MD², and Fred Donodeo, MPH²
¹Kirby Marketing Solutions, Del Mar, CA
²National Institute on Alcohol Abuse and Alcoholism, Bethesda, MD
- Susan D. Kirby** **Don't Bug Local Policy Makers: Creating Buzz for Mosquito Control Support**
 Susan D. Kirby, DrPH, MPH¹, and Daniel S. Sinclair, MPH²
¹Kirby Marketing Solutions, Del Mar, CA
²Association of State and Territorial Health Officials, Arlington, VA
- Ljubica Latinovic** **Promotion of Physical Activity in the Workplace: "It's Better by the Stairs" Campaign**
 Ljubica Latinovic, MA, MD
 Mexico Ministry of Health, Mexico City, Mexico
- Jung-Sook Lee** **Obesity Attributions and Attitudes Toward Food Marketing Policy: Building a Communication Strategy**
 Jung-Sook Lee, PhD
 Towson University, Towson, MD
- Elyse Levine** **A Qualitative Comparison of Findings from Online and Mall Intercept Surveys: Lessons Learned**
 Elyse Levine, PhD, Derek Inokuchi, MHS, CHES, and Sondra Dietz, MA
 Academy for Educational Development, Washington, DC
- Lee A. Lynch** **Creating Digital Age Partnerships to Boost Engagement and Results**
 Lee A. Lynch, MA
 Edelman, Washington, DC
- Enda F. McGovern** **Carbon Footprinting: Persuading a Resistant Individual**
 Enda F. McGovern, PhD and Anca Micu, PhD
 Sacred Heart University, Fairfield, CT
- Kristi Miller** **"Come Play with Me": Exploration of How Gaming Can Improve Health**
 Kristi Miller, MBA
 American Heart Association, Dallas, TX

Elizabeth W. Mitchell

Formative Research on Preconception Care for Consumers

Elizabeth W. Mitchell, MA, PhD¹, Molly McKnight Lynch, MPH², Megan A. Lewis, PhD², Karen Isenberg, MPH³, Carla Bann, PhD², Linda Squires, PhD⁴, Denise Jodlowski, PhD⁵ and Patricia Mersereau, RN, MN, CPNP⁶

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Laura Ours

Health Literacy Skills for Professionals: A New Web-based Training

Laura Ours, MS¹, Julie, A. Gazmararian, PhD, MPH², Stacy Robison, MPH³ and Cynthia Baur, PhD¹

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Susan Persky

Employing Immersive Virtual Environments to Address Challenges in Public Health Communication Research

Susan Persky, PhD

National Human Genome Research Institute, Bethesda, MD

Alison Marie Pilsner

YouTube as a Smoking Cessation Tool: A Content Analysis

Alison Marie Pilsner, MPH, CPH¹, Cathy L. Backinger, PhD, MPH¹, Erik Augustson, PhD, MPH¹, Andrea Frydl, BS, CHES¹, Todd Phillips, MS² and Jessica Nadeau, MA²,

¹National Cancer Institute (NIH), Bethesda, MD,

²Academy for Educational Development, Washington, DC

Simani Price

Framing the Discussion of Bisphenol A (BPA) in the Mainstream Media

Simani Price, PhD¹, Susan McClure², Joy Hugick² and Jennifer Berktoold, MA¹

¹Westat, Rockville, MD

²Centers for Disease Control and Prevention, Atlanta, GA

Andrew L. Riesenberg

Using Quantitative Audience Data to Plan Health Communication Activities to Increase Knowledge of Heart Attack Symptoms and Calls to 9-1-1

Andrew L. Riesenberg, MS, Judith McDivitt, PhD, DeAndrea L. Martinez, MPH, William E. Pollard, PhD, Kristen G. Betts, BHS and Fred Fridinger, DrPH, CHES

Centers for Disease Control and Prevention, Atlanta, GA

Douglas Rupert

Who's at Risk for Carbon Monoxide Poisoning? Identifying Audience Segments and Risk Behaviors

Douglas Rupert, MPH¹, Jon Poehlman, PhD¹, Scott Damon² and Peyton Williams, BA¹

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²Centers for Disease Control and Prevention, Atlanta, GA

Jessica A. Schindelar

Partners in Health: Web Marketing Through Online Partnerships

Jessica A. Schindelar, MPH

Centers for Disease Control and Prevention, Atlanta, GA



Poster Session II (cont.)

- Christine Skubisz** **Vaccination Behavior: The Power of Interpersonal Influence**
Christine Skubisz, MA, Communication, Jessica Brewster Jordan, MPH, CHES² and Regina Davis, MPH
University of Maryland, College Park, MD
- Eileen C. Smith** **Using Social Media and Internet Marketing to Promote National Wear Red Day**
Eileen C. Smith, BS
American Institutes for Research, Silver Spring, MD
- Ellyson R. Stout** **Is Myth-Busting Counterproductive?**
Ellyson R. Stout, MS¹, Philip Rodgers, PhD² and Anara Guard, MS¹,
¹Education Development Center, Newton, MA
²American Foundation for Suicide Prevention, Philadelphia, PA
- Tracy T. Tilghman** **Developing HIV Messages and Programs Targeted to African American Midlife Women in Washington, DC**
Tracy T. Tilghman, MPH
Federal Occupational Health, Bethesda, MD
- Nhu To-Haynes** **To Market to Market to Buy a Fat Tomato!**
Nhu To-Haynes, BS
Oregon Department of Human Services, Portland, OR
- Tiphané P. Turpin** **Know Your Family Health History: Pilot Testing a Public Service Announcement Campaign for National Launch**
Tiphané P. Turpin, MA¹ and Kristen H. Long, MA²
¹Genetic Alliance, Washington, DC
²American Society of Human Genetics, Bethesda, MD
- Sheree L. Vodicka** **Eat Smart, Move More. North Carolina's Effective Use of Public Relations Strategies**
Sheree L. Vodicka, MA, RD, LDN and James Cassell, MA
North Carolina Division of Public Health, Raleigh, NC
- Audrey M. Whitright** **Essential Components of a Social Marketing Curriculum**
Audrey M. Whitright, PhD, MBA, CHES
Ohio University, Zanesville, OH
- Courtney Woo** **Overcoming a (False) Bad REP: Designing and Testing Messages to Reposition Teens and Secure Funding for Adolescent Health Initiatives in North Carolina**
Courtney Woo, BA and Heidi J. Hennink-Kaminski, PhD, MA, BA
University of North Carolina at Chapel Hill, Chapel Hill, NC
- Mindawati Wijaya** **Cultural and Individual Influences on Fruit and Vegetable Consumption Among Asian Adults**
Mindawati Wijaya, B. Comm. Studies, May O. Lwin, PhD and Yin-Leng Theng PhD
Nanyang Technological University, Singapore

Special Topic Presentations

Cancer Awareness & Prevention		
Day/Time	Breakout Session	Presentation
Tuesday August 11, 2009 2:15 PM – 3:45 PM	Innovative Approaches for Reaching Diverse Populations <i>(International Ballroom F)</i>	Promoting Cancer Awareness Through Community Theater
	The Use of Community and Faith-based Partnerships to Reach African American Audiences <i>(International A/B)</i>	Fashioned In Faith: The Use of an African- American Cancer Survivorship Calendar to Promote Breast Cancer Awareness
		Academic Community Partnership for Faith-based Cancer Control
Tuesday August 11, 2009 4:00 PM – 5:30 PM	Parents as the Target Audience <i>(Cottonwood A/B)</i>	Designing a Social Marketing Campaign to Promote HPV Vaccine Uptake in the Rural South: Mothers' Feedback on Theory-based Messages
Wednesday August 12, 2009 10:15 AM – 11:45 AM	Social Determinants Case Examples Explored <i>(Grand Ballroom A/B)</i>	"MY FAMILY KNOWS:" A Health Marketing and Communications Campaign to Inform and Educate at Risk African American and Hispanic American Girls and Their Families about the Threat of HPV Infection
	Engaging Audiences via New Media <i>(International Ballroom F)</i>	Requests for Cancer Information by Using the Live Help and E-mail Services
Wednesday August 12, 2009 1:15 PM – 2:45 PM	National Cancer Institute Special Session <i>(Grand Ballroom D/E)</i>	Perspectives on Communicating Health Messages: Who, What, When, Where, Why, and How
Wednesday August 12, 2009 3:00 PM – 5:00 PM	Applying Audience-centric Media Strategies that Engage Culturally Diverse Audiences <i>(Grand Ballroom A/B)</i>	Information-Seeking Behaviors and Internet Use Among Hispanics: Implications for Cross-Cultural Health Communication
		The Use of Urban "Black" Radio to Effectively and Efficiently Disseminate Health Messages: The African American Women and Mass Media (AAMM) Pilot Campaign to Increase Breast Cancer Awareness and Mammograms
	National Cancer Institute Cosponsor Spotlight Session <i>(Dogwood A/B)</i>	Bridging the Gap Between Evidence and Practice in a Coordinated Campaign to Reduce Disease Burden
Thursday August 13, 2009 10:00 AM – 11:30 AM	Partnerships to Reach the "Hard to Reach" <i>(Grand Ballroom C)</i>	Cancer Health Promotion and the Filipino Community Cancer Collaborative (FCCC)
Thursday August 13, 2009 12:45 PM – 2:15 PM	The Emerging Role of New Technologies in Public Health <i>(International Ballroom F)</i>	Social Media Use in the United States: Implications for Health Communication
		Integrating Web-Assisted Tobacco Interventions (WATI) and Social Networking: Developing Smoking Resources for Women and Pregnant Women



Special Topic Presentations (cont.)

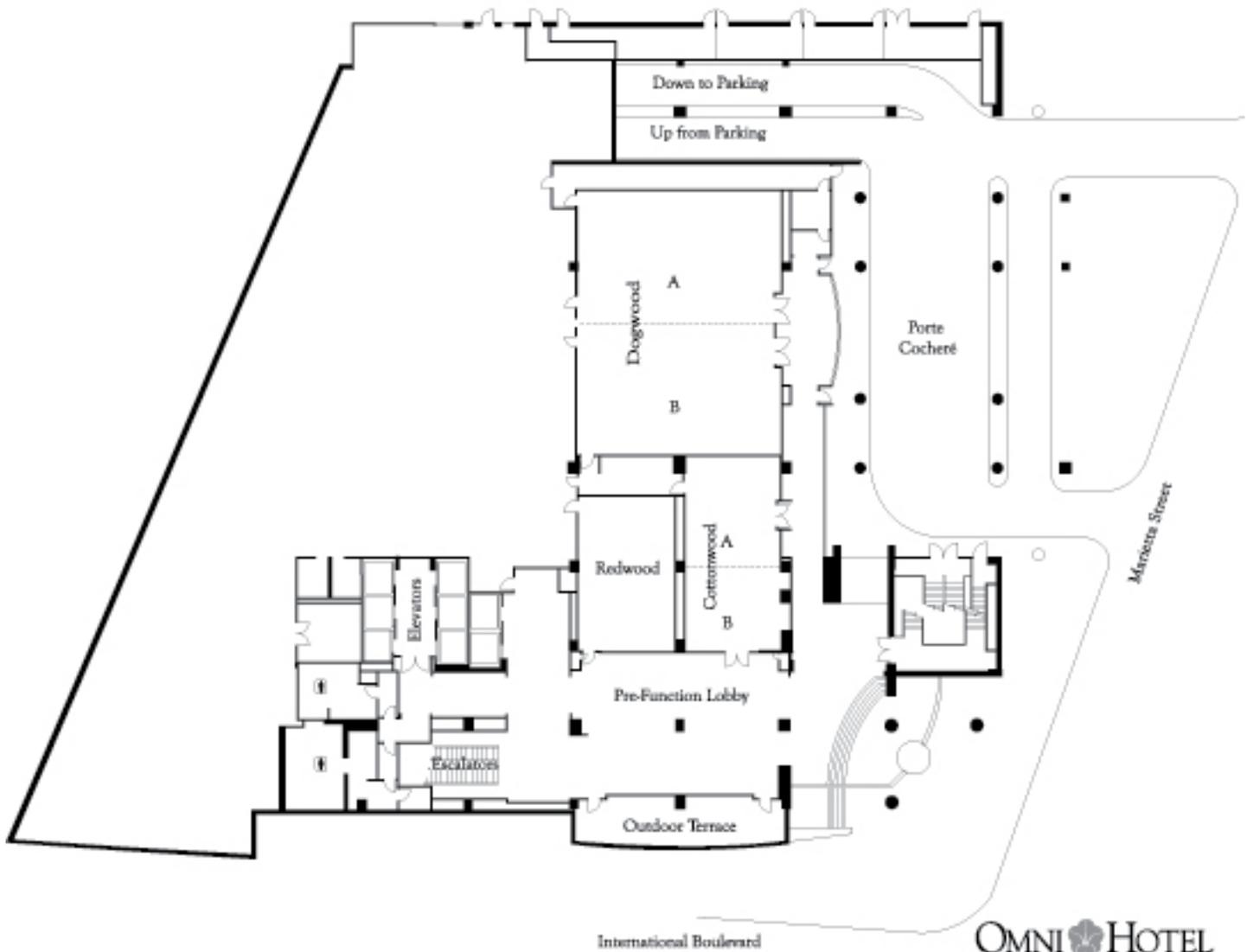
Mental Health Awareness & Prevention		
Day/Time	Breakout Session	Presentation
Tuesday August 11, 2009 4:00 PM – 5:30 PM	Creating Innovative Social Marketing Campaigns <i>(Grand Ballroom A/B)</i>	Say It Out Loud: Research-Driven Messages in Mental Health Promotion
	Social Media Tools in Youth Health Promotion <i>(International Ballroom F)</i>	Reaching Teens: The Use of MySpace to Raise Awareness about Mental Health
Wednesday August 12, 2009 10:15 AM – 11:45 AM	Partnering on Campaigns for Children and Youth <i>(Dogwood A/B)</i>	SAMHSA Builds Healthy Prevention Foundation for Preschoolers
Wednesday August 12, 2009 1:15 PM – 2:45 PM	Substance Abuse and Mental Health Awareness Administration Special Session <i>(Grand Ballroom A/B)</i>	Bringing Behavioral Health to the Table—Communicating Strategy and Health Care Reform
Wednesday August 12, 2009 3:00 PM – 5:00 PM	The Use of a Strategic Framework to Drive Communications Planning: The Substance Abuse and Mental Health Service Administration (SAMHSA) Example <i>(Grand Ballroom D/E)</i>	How SAMHSA Created a Strategic Communications Framework
		Using the Framework: Communicating about the SAMHSA Health Care Financing Initiative
Thursday August 13, 2009 10:00 AM – 11:30 AM	Substance Abuse and Mental Health Services Administration Cosponsor Spotlight Session <i>(International A/B)</i>	New Media: Opportunities, Challenges, and Strategies for Suicide Prevention in the New Age
	Partnerships to Reach the “Hard to Reach” <i>(Grand Ballroom C)</i>	Motivational Interviewing Supporting Health Promotion Messages in a Multiagency Program to Provide Housing, Employment, Mental Health, and Substance Abuse Services to Chronically Homeless Persons

Substance Abuse Awareness & Prevention		
Day/ Time	Breakout Session	Presentation
Tuesday August 11, 2009 4:00 PM – 5:30 PM	Creating Innovative Social Marketing Campaigns (Grand Ballroom A/B)	Helping a State Draw “The Line:” A Campaign to Decrease Tobacco Use and Alcohol Misuse in Wyoming
	Parents as the Target Audience (Cottonwood A/B)	The “Talk to Your Kids” Campaign: Developing Theory-based Messages Targeting Parents of Early Adolescents about Underage Drinking.
	Social Media Tools in Youth Health Promotion (International Ballroom F)	Web 2.0: How the National Institute on Drug Abuse (NIDA) Has Embraced this Interactive Social Networking Platform to Reach Youth with Its Messages
Wednesday August 12, 2009 10:15 AM – 11:45 AM	The Impact and Relevance of Effective Message and Materials (Grand Ballroom D/E)	Alcohol and Drug Use Education Campaign: How to Educate Students When a Social Norms Campaign Is Inappropriate
	Innovative Means of Engaging Youth in Creating Effective Behavior Change Campaigns (Cottonwood A/B)	The Development of Persuasive Messages to Prevent Prescription Drug Abuse Among Teens
	Partnering on Campaigns for Children and Youth (Dogwood A/ B)	Preventing Binge Drinking and Pregnancy: The Benefits of Collaboration Between a University and a State Health Agency
Wednesday August 12, 2009 3:00 PM – 5:00 PM	Media Literacy Education: A Promising Approach for Prevention and Health Promotion (Grand Ballroom C)	Media Detective: A New Media Literacy Substance Abuse Prevention Program
		Media Literacy for Prevention: Results from the Field in Washington State
Thursday August 13, 2009 10:00 AM – 11:30 AM	Applying Theories to Behavior Change Health Communication Campaigns (Cottonwood A/B)	Moving Beyond Beliefs and Attitudes: Influencing Teens’ Intentions to Stay “Above the Influence”
	Partnerships to Reach the “Hard to Reach” (Grand Ballroom C)	Motivational Interviewing Supporting Health Promotion Messages in a Multiagency Program to Provide Housing, Employment, Mental Health, and Substance Abuse Services to Chronically Homeless Persons



Floor Plan

North Tower M1/Street Level



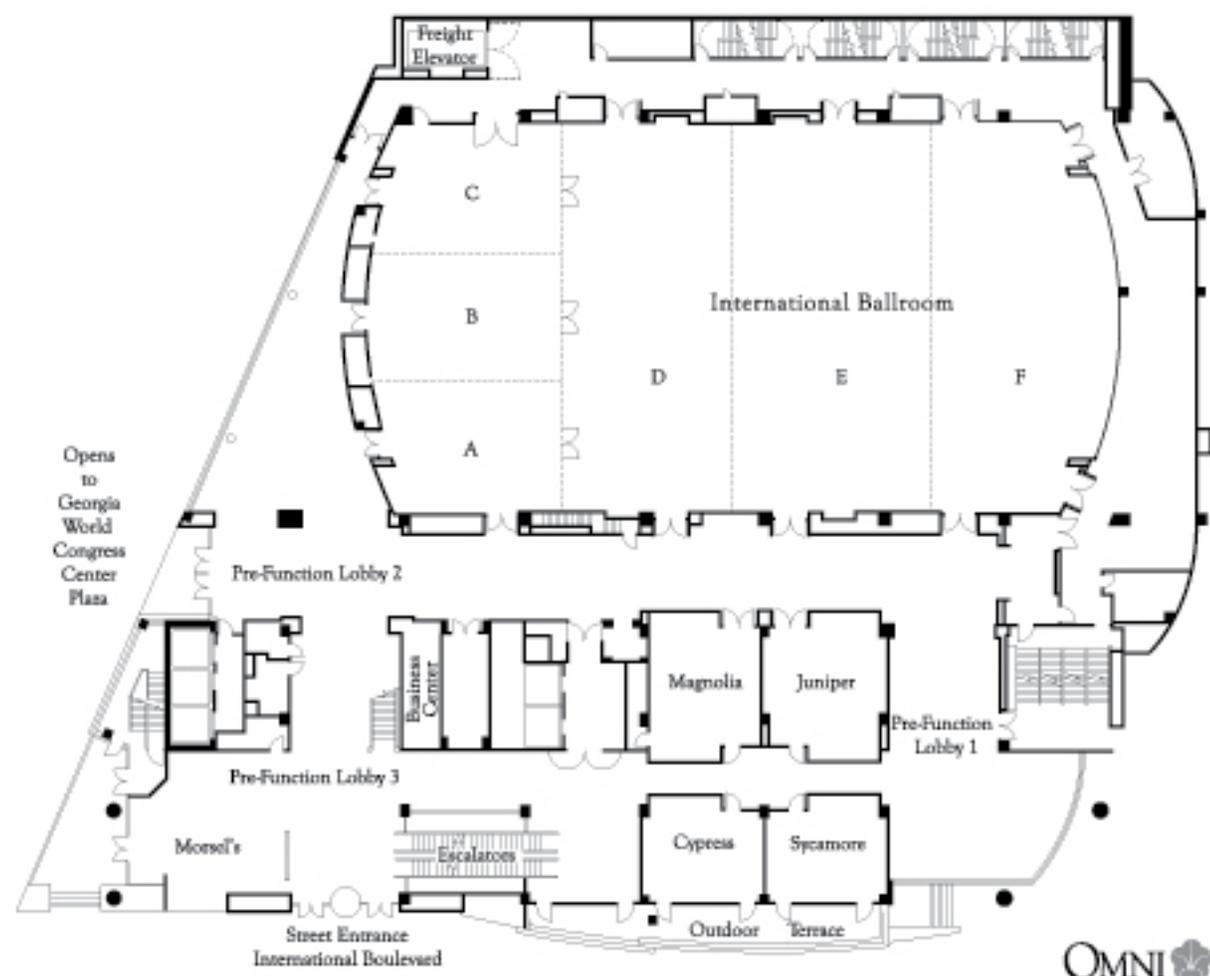
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M1/Street Level Specifications

Room	Floor #	Square Footage	Dimensions	Ceiling Height	Floor Covering	Portable Walls	Theater	Schoolroom		Banquet		Reception	Hollow Square	Exhibits	
								18"	30"	60"	72"			8'x10'	10'x10'
Dogwood	M1	3,547	499'x696"	11'-6"	Carpet	Yes	400	246	204	288	290	375	94	22	18
Dogwood A	M1	1,955	499'x385"	11'-6"	Carpet	Yes	222	138	114	160	160	211	52	12	10
Dogwood B	M1	1,592	499'x311"	11'-6"	Carpet	Yes	177	108	90	128	130	162	42	10	8
Pre-Function	M1	2,850	-	-	Carpet	No	-	-	-	-	-	300	-	-	-
Cottonwood	M1	1,243	245'x507"	11'	Carpet	Yes	138	84	69	96	100	130	30	-	-
Cottonwood A	M1	611	245'x245"	11'	Carpet	Yes	66	39	33	48	50	63	14	-	-
Cottonwood B	M1	632	245'x253"	11'	Carpet	Yes	72	45	36	48	50	68	16	-	-
Redwood	M1	997	249'x396"	11'	Carpet	No	111	69	57	80	80	105	24	-	-

Meeting room capacities are determined by use of the "Arranger & Comfort Calculator," a standardized meeting room capacity measurement system used by Meeting Professionals International. 60" banquet capacities are based on 8 persons per table. 72" banquet capacities are based on 10 persons per table.

North Tower M2/International Ballroom Level



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M2/International Ballroom Level Specifications

Room	Floor #	Square Footage	Dimensions	Ceiling Height	Floor Covering	Portable Walls	Theater	Schoolroom		Banquet		Reception	Hollow Square	Exhibits	
								18'	30'	60'	72'			8'x10'	10'x10'
International Ballroom	M2	14,196	163' x 87'	18'	Carpet	Yes	1,580	978	810	1,168	1,170	1,500	-	110	82
International Ballroom A	M2	1,181	36'4" x 29'3"	18'	Carpet	Yes	133	81	69	96	100	126	32	4	3
International Ballroom B	M2	1,226	42' x 28'8"	18'	Carpet	Yes	138	84	69	104	100	132	34	4	3
International Ballroom C	M2	1,187	36'4" x 29'3"	18'	Carpet	Yes	133	81	69	96	100	126	32	4	3
International Ballroom D	M2	3,320	38' x 87'2"	18'	Carpet	Yes	366	228	189	272	270	347	-	20	16
International Ballroom E	M2	3,320	38' x 87'2"	18'	Carpet	Yes	366	228	189	272	270	347	-	20	16
International Ballroom F	M2	3,962	38'9" x 87'2"	18'	Carpet	Yes	444	276	228	328	330	421	-	25	20
Pre-Function Lobby 2	M2	5,200	-	-	Carpet	No	-	-	-	-	-	525	-	10	5
Pre-Function Lobby 3	M2	1,674	-	-	Carpet	No	-	-	-	-	-	175	-	-	-
Pre-Function Lobby 1	M2	1,540	-	-	Carpet	No	-	-	-	-	-	160	-	4	4
Juniper	M2	774	24'9" x 26'8"	10'6"	Carpet	No	88	54	45	64	60	84	18	-	-
Cypress	M2	623	27'6" x 21'2"	10'6"	Carpet	No	66	39	33	48	50	63	14	-	-
Sycamore	M2	623	27'6" x 21'2"	10'6"	Carpet	No	66	39	33	48	50	63	14	-	-
Magnolia	M2	814	26'7" x 26'8"	10'6"	Carpet	No	88	54	45	64	60	84	18	-	-

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Floor Plan

North Tower M3/Meeting Level



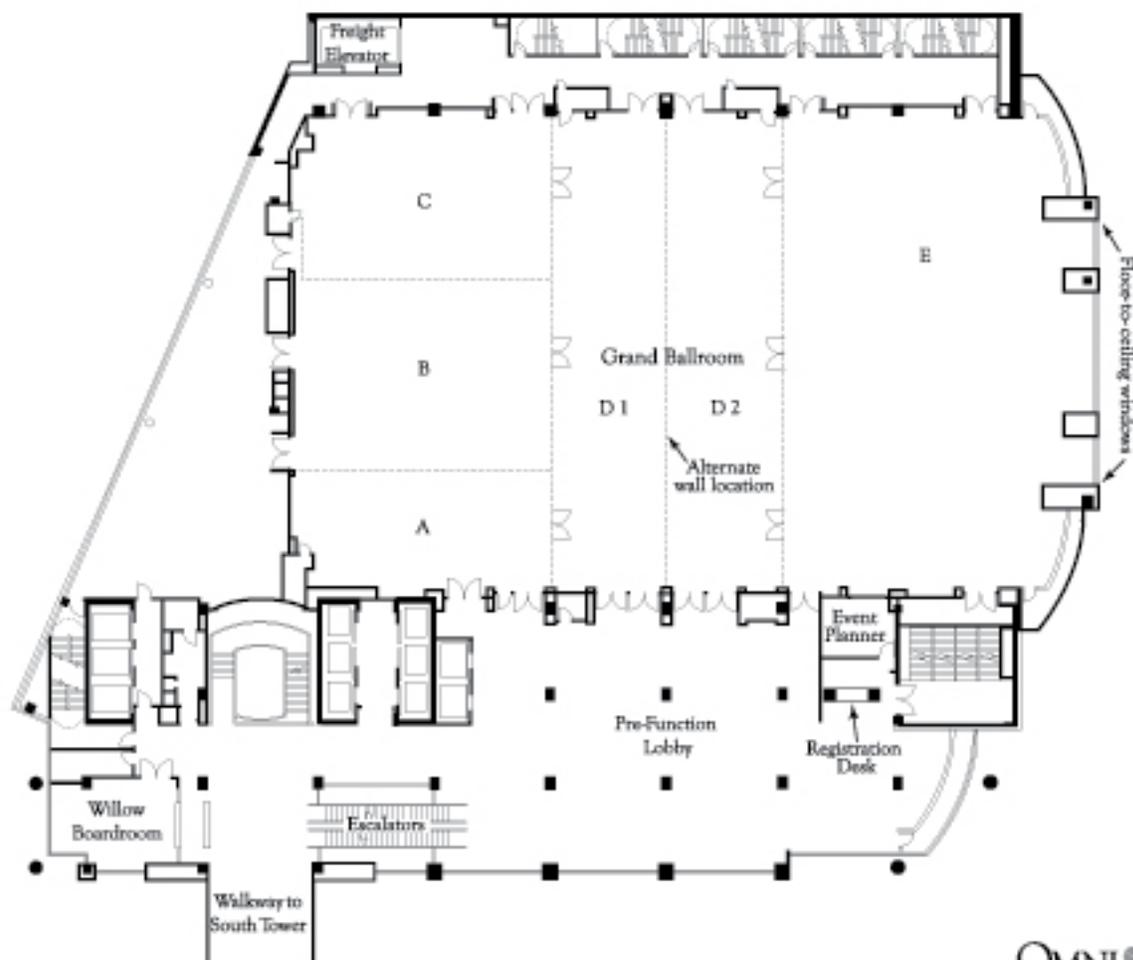
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M3/Meeting Level Specifications

Room	Floor #	Square Footage	Dimensions	Ceiling Height	Floor Covering	Portable Walls	Theater	Schoolroom		Banquet		Reception	Hollow Square	Exhibits	
								18'	30'	60'	72'			8'x10'	10'x10'
Pre-Function Lobby	M3	3,840	-	-	Carpet	No	-	-	-	-	-	405	-	-	-
Walnut	M3	737	28'5" x 28'1"	10'-6"	Carpet	No	83	51	42	56	60	79	18	-	-
Hickory	M3	734	35'10" x 19'6"	10'-6"	Carpet	No	83	51	42	56	60	79	18	-	-
Chestnut	M3	624	24'8" x 18'4"	10'-6"	Carpet	No	66	39	33	48	50	63	14	-	-
Hazelnut	M3	624	27'6" x 21'2"	10'-6"	Carpet	No	66	39	33	48	50	63	14	-	-
Beechnut	M3	512	27'6" x 21'2"	10'-6"	Carpet	No	55	33	27	40	40	53	14	-	-
Pecan	M3	472	18'2" x 23'3"	10'-6"	Carpet	No	55	33	27	40	40	53	14	-	-

Meeting room capacities are determined by use of the "Arranger & Comfort Calculator," a standardized meeting room capacity measurement system used by Meeting Professionals International. 60' banquet capacities are based on 8 persons per table. 72' banquet capacities are based on 10 persons per table.

North Tower M4/Grand Ballroom Level



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M4/Grand Ballroom Level Specifications

Room	Floor #	Square Footage	Dimensions	Ceiling Height	Floor Covering	Portable Walls	Theater	Schoolroom		Banquet		Reception	Hollow Square	Exhibits	
								18"	30"	60"	72"			8x10'	10'x10'
Grand Ballroom	M4	19,864	184' x 108'	21'	Carpet	Yes	2,212	1,340	1,148	1,656	1,660	2,218	-	124	100
Grand Ballroom A	M4	2,233	57'10" x 379"	21'	Carpet	Yes	225	159	128	184	190	243	60	14	11
Grand Ballroom B	M4	1,940	57'10" x 339"	21'	Carpet	Yes	222	138	114	160	160	211	52	12	10
Grand Ballroom C	M4	2,238	57'10" x 379"	21'	Carpet	Yes	244	150	126	176	180	252	60	13	11
Grand Ballroom D	M4	5,963	54' x 108'10"	21'	Carpet	Yes	677	420	348	504	500	642	-	38	30
Grand Ballroom D1	M4	2,982	27' x 1092"	21'	Carpet	Yes	338	210	174	252	250	321	-	19	15
Grand Ballroom D2	M4	2,982	27' x 1092"	21'	Carpet	Yes	338	210	174	252	250	321	-	19	15
Grand Ballroom E	M4	7,490	63'10" x 108'10"	21'	Carpet	Yes	844	522	432	632	630	800	-	47	38
Pre-Function Lobby	M4	6,444	-	-	Carpet	No	-	-	-	-	-	-	-	20	21
Willow Boardroom	M4	596	30'11" x 16'10"	15'	Carpet	No	-	-	-	-	-	-	14	-	-

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One Less Thing to Pack Have you ever wondered what to do with your conference attendee name badge holder or conference tote bag?

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- **Conference lanyards.**
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